

# PRINTERS' INK

Registered U. S. Patent  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

Vol. CLII, No. 5

NEW YORK, JULY 31, 1930 \*

10c A COPY

## EASTWARD HO!



IT'S ALL as carefully timed as the attack of a championship football team. • Days before—the local newspapers are furnished with electrotypes of the introductory advertising campaign. On a specified date the distribution men appear. Small stocks are insinuated into every worth-while grocery store. . . . When the mine is laid a match is applied. . . . Bang! The advertising breaks. Sampling crews, previously assembled, fall to. *White King Granulated Soap is established in another town!* • The Los Angeles Soap Company is expanding. White King Granulated Soap, risen to leadership in its field, on the Pacific Coast, seeks wider markets. It has the requisites for success: *economy, wide usefulness and superior quality.* Intensive advertising and merchandising are being applied. The result is that, town by town, county by county, state by state, White King Granulated Soap steadily marches eastward.

**N. W. AYER & SON**

**I N C O R P O R A T E D**

Advertising Headquarters: Washington Square, Philadelphia

New York  
Boston  
Chicago  
San Francisco  
Detroit  
London

## ***The Purchasing Guide that commands UPPER CLASS, PAID CIRCULATION.***

Upper Class Concerns, every line, everywhere, comprising about 50% of total business purchasing power of the U. S., order and pay for Thomas' Register as the Guide for their Purchasing Departments, in *investigating, specifying and buying.*



*The only A. B. C. Member of its kind.  
Send for the Audit.*

**THE BUYERS' MASTER KEY  
TO ALL  
AMERICAN SOURCES OF SUPPLY**

**4500 Pages 9 x 12—\$15.00**  
*New edition nearing completion.*

# **EDITION FOR 1931—(21st ANNUAL)—NEARLY CLOSED**

THOMAS PUBLISHING COMPANY      New York      Boston      Chicago      San Francisco      Toronto

Issued by  
Publisher  
June 29,  
Vol. C

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# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLII

NEW YORK, JULY 31, 1930

No. 5

**CLASS OF SERVICE**

This is a full-rate Telegram or Cablegram unless its destination is indicated by a suitable sign above or preceding this address.

## WESTERN UNION

**STOPS**

DL = Day Letter  
NL = Night Letter  
CL = Cable Letter  
WT = Week-End Letter

The following rates are shown in the date line on full-rate Telegrams and Day Letters, and the rates of message and destination as shown on all messages, in 20 words or less.

**Received at** **1930 JUL 22 AM 11 29**

**NA146 64 DL=ENDICOTT NY 22 910A**

**RQY DICKINSON=PRINTERS INK=**

**WAGE CUTTING OR REDUCING INCOME OF LABOR IS NOT A REMEDY  
FOR BUSINESS DEPRESSION STOP IT IS A DIRECT AND  
CONTRIBUTING CAUSE STOP THE BEST PLACE TO START NECESSARY  
REDUCTIONS OF INCOME IS FROM THE OVER PAID AND OVER  
PRIVILEGED NOT THE UNDER PAID AND UNDER PRIVILEGED STOP  
WHEN BUSINESS NEEDS MORE INCOME FOLLOW THE INCOME STOP  
SECURE IT FROM THOSE WHO HAVE IT=**

**GEO F JOHNSON.**

## Bigger Than Balance Sheets

Leaders of Industry Go on Record Against Wage and Salary Cuts—  
Examples of the New Spirit in Business

By Roy Dickinson

SUCH an article as this could not have been written ten short years ago. During the entire industrial history of the world, a period of depression inevitably meant an attack on the wage scale. Salary and wage cuts were always considered a sound and sensible procedure when there were more men than jobs; when hard times came.

To have asked industrial leaders to go on record against a mental attitude toward wages and salary which was as generally accepted as the law of gravity, would have brought only accusations of radicalism or insanity.

I know, because a minority re-

port against a general policy of wage reductions that I signed at President Harding's Unemployment Conference during our last period of depression was signed by one other man, the late Samuel Gompers. The employers present, and there were fifty of them, either wanted wage cuts or were unwilling to go on record against them. Then it was almost an axiom that wage cuts would bring back normal times.

Today a new point of view prevails, stated so well by George F. Johnson, president of Endicott-Johnson in his telegram reproduced above: "Reducing income of labor is not a remedy for business de-

*pression, it is a direct and contributing cause."*

After the Chrysler salary cut, which made the front page of the press, I wondered whether the same old cycle of cuts was due to follow, with the resulting cuts in purchasing power, causing poorer business elsewhere, followed by other cuts and so on in a widening and vicious circle, or whether some men had a newer viewpoint.

H. H. Franklin, in response to a wire, went on record in PRINTERS' INK to say: "Corporations rather than employees should bear burden of temporary slowness in business." It seemed to me like a big idea. So I picked out first fifteen and then ten additional large employers of labor in various parts of the country and sent each a wire. It was a typical cross-section of different industries, separated widely geographically. No attempt was made to pick known liberals.

William Cooper Procter, with his guaranteed employment plan, Dennison of Framingham, well-known liberal, Owen Young and Henry Ford, who have previously expressed themselves, are not represented in the views which follow.

My list consisted of business men not usually willing to be quoted for publication. My wire asked them to express a definite opinion on the controversial subject of wages.

As was natural, some of them were unwilling to predict what they would do. But the surprising thing is that a majority of those who replied are willing to stand up and be counted as against wage and salary reductions. I consider that fact of prime importance for the immediate future of business.

Car loadings, pig iron production, all the usual indices of business, actually deal with the past. Whether the thousands of workers in a big plant are going to get the same payroll next week and next month, deals definitely with the future. It means that a new roof will or will not be put on the house; that a new car can or can not be bought; that the wife will or will not go shopping next Tues-

day or a month from tomorrow.

In general terms, the new spirit against wage and salary cuts means that the purchasing power of the great consuming public is not going to be greatly decreased. Buying will keep on in the face of a curtailment in production. The combination is a sure stimulus to a speedy business recovery.

\* \* \*

The first reply received came from the Pacific Coast, where the Paraffine Companies, big employers of labor, come out straight from the shoulder:

R. S. SHAINWALD  
President

The Paraffine Companies, Inc.

"Replying to your request would state The Paraffine Companies, Inc., has made no reductions in personnel of its manufacturing, sales or office organizations, nor has it made any wage cuts before or since the depression beginning last fall. It believes such reductions can and should be avoided."

If Mr. Shainwald were operating the business for immediate dollar sign results only, he might have shown greater results if he had laid off a few hundred people, and announced a 10 per cent wage and salary cut. I present him and his wire as a star example of the new spirit in management. A man who is working for national profits, making his city a better place to sell the product of other men's factories, the results of other workers' labor. Such a spirit is far bigger than individual balance-sheets, such a statement more important than Pollyanna generalities not backed up by facts and action.

\* \* \*

Admittedly playing the strongest cards early in the game, for I agree fully with this attitude, I next present the views of:

J. A. FARRELL  
President

United States Steel Corporation

"Referring to your telegram o

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## Ocean-Going PILOTS



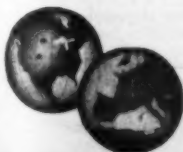
From fourteen points of America and Europe, McCann business pilots take to the industrial seas. Their

eyes are on the business barometers that forecast calm or storm. In the service of over one hundred and twenty clients they criss-cross the wide oceans of commerce, and from their voyages and explorations come the charts that spell safety for subsequent ventures.

One of the greatest assets an advertising agency can have, in these days of international business, is an accumulation of past experience as the background for its advisory judgment.



THE H·K·McCANN Company  
ADVERTISING ·



NEW YORK	·	CHICAGO	·	CLEVELAND
SAN FRANCISCO	·	DENVER	·	SEATTLE
LOS ANGELES	·	·	·	MONTREAL
VANCOUVER	·	TORONTO	·	WINNIPEG
LONDON	·	PARIS	·	FRANKFORT a.M.

July 31, 1930

July 21, I think I can best answer you by quoting from my remarks at the May 9, 1930, meeting of the members of the American Iron and Steel Institute, which was held at the Hotel Commodore, New York City, as follows:

"I heard a steel man say the other day, in fact more than one recently, that wages should come

down. I said, 'Oh no, wages in the steel industry are not coming down; you can make your mind up to that fact.' I said, 'If you are going out to sell your goods and eliminate your profit and expect to get it out of the men in the mills you are greatly mistaken.' Then I said, 'Make up your mind to one thing, use

*United States Steel Corporation.*  
*71 Broadway, New York.*

OFFICE OF THE PRESIDENT

Mr. Roy Dickinson,  
Printers' Ink,  
New York City.

July 24th, 1930.

Dear Sir:

Referring to your telegram of July 21st, I think I can best answer you by quoting from my remarks at the May 9th, 1930, meeting of the members of the American Iron and Steel Institute, which was held at the Hotel Commodore, New York City, as follows:

"I heard a steel man say the other day, in fact more than one recently, that wages should come down. I said, 'Oh no, wages in the steel industry are not coming down; you can make your mind up to that fact.' I said, 'If you are going out to sell your goods and eliminate your profit and expect to get it out of the men in the mills you are greatly mistaken.' Then I said, 'Make up your mind to one thing, use better judgment in your selling prices for your material and get rid of the idea that wages are going down.' Because, Mr. Schaub, wages are not coming down in the steel industry. That would be just begging the question. We all know that just as soon as they go down, if they should, Mr. Customer gets it. It is like some shipowners who complain about the Panama Canal tolls; if the Panama Canal tolls were reduced or abolished the merchant abroad would get the benefit of the reduction and the taxpayers here would pay for it; certainly shipowners could not retain the saving."

Yours very truly,

*J. A. Farver*  
President

July 31

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# IS THE \$32,000 HOME BUILDER YOUR PROSPECT?

The Average Home Illustrated and  
Described in HOUSE BEAUTIFUL  
Costs \$32,066.66

Why quote this figure? How was it arrived at? What is its significance? Three questions you will ask—pertinent questions to which you are entitled to a fair answer.

HOUSE BEAUTIFUL asked unbiased authorities to examine its twelve 1929 issues and the same issues of the two other leading publications of the same general class. We wanted to know what would be the cost of erection of the houses illustrated and described in special articles printed last year. Here is their condensed report:

	No. Houses	Average No. Rooms	Average No. Baths	Average Cost
HOUSE BEAUTIFUL	60	8.6	2.9	\$32,066.66
MAGAZINE NO. 2	49	6.3	1.9	12,448.00
MAGAZINE NO. 3	42	9.0	3.2	45,738.00

We submit that the readers of these magazines buy them primarily for building information—because they intend to build or remodel. HOUSE BEAUTIFUL gave them most information—60 homes as compared to 49 and 42. Manifestly, Magazine No. 2 appeals to a lower priced, less profitable market; Magazine No. 3 to a higher priced, highly restricted market of less volume.

In between the extremes represented by its competitors, HOUSE BEAUTIFUL presents the most profitable building market. We illustrate and describe homes costing an average of \$32,066.66 because we know our readers' preferences—what type homes they can afford to build and live in.

We'll say nothing more except to add that manufacturers and their advertising agents can still include HOUSE BEAUTIFUL on 1930 schedules.

*Circulation 100,000 (A.B.C.) and More  
Rebate-Backed . . . Guaranteed*

## HOUSE BEAUTIFUL

EIGHT ARLINGTON STREET

BOSTON, MASS.

*A Member of the National Shelter Group*

### BRANCH OFFICES:

Fifth Avenue Building, New York City  
Tribune Tower, Chicago

Union Oil Building, Los Angeles  
Russa Building, San Francisco

better judgment in your selling prices for your material and get rid of the idea that wages are going down.' Because, Mr. Schwab, wages are not coming down in the steel industry. That would be just begging the question. We all know that just as soon as they go down, if they should, Mr. Customer gets it. It is like some shipowners who complain about the Panama Canal tolls; if the Panama Canal tolls were reduced or abolished the merchant abroad would get the benefit of the reduction and the taxpayers here would pay for it; certainly shipowners could not retain the saving.'

Mr. Farrell's letter surely indicates the new spirit in business. It indicates a new type of leadership in a basic industry. What Mr. Farrell said should be read by every manufacturer who thinks that wage and salary cuts are an easier way of keeping up profits than better selling methods. Mr. Farrell is not given to making optimistic statements based on nothing tangible. He is a real two-fisted leader who talks straight from the shoulder, as his letter clearly indicates.

\* \* \*

In a totally different line of industry, but equally outspoken and direct is:

C. R. PALMER  
*President*

Cluett, Peabody & Co.

"In my opinion a general reduction of wages and salaries at this time is entirely unwarranted. Such action would be demoralizing and tend to bring about the very conditions we are all striving to avoid. Prosperity and high standard of living in this country are largely the result of good wages. If time proves that the fundamental conditions of this great country are changed, then wage reductions can be wisely considered but certainly that time has not arrived and probably never will if industrial

leaders remain courageous and unselfish."

"If industrial leaders remain courageous and unselfish"—again I repeat, such a spirit is far bigger than a few more cents a share earned on the common stock. The owner of a business who is willing to take less himself this year, so as to avoid the necessity of cutting the purchasing power of workers in his plant, furnishes the sort of leadership the country needs today. It takes more than a few more bags of gold today to raise a man above the crowd.

\* \* \*

The men who built up the industries of this country worked in a spirit of adventure. They have not been afraid to adopt new methods, new policies, new viewpoints. Many of them believe sincerely in the new philosophy, not accepted by many merger makers, bankers and production engineers—that a high standard of living is at the center of our economic scheme.

W. A. SHEAFFER  
*President*

W. A. Sheaffer Pen Company

"Believe it would be serious mistake to reduce wages as it lessens purchasing power of largest volume of customers and will permanently injure business. If everyone does his part it will be but short time until employment can be given and business will be back to normal. We have no intention of reducing wages."

Mr. Sheaffer adventured from a little stationery store to the head of a great industry. He has no intention of reducing wages. He believes it would be a serious mistake. He is making his city of Fort Madison, Iowa, a better place for Mr. Palmer to sell Arrow shirts. He is helping spread confidence instead of fear. The man who knows that his pay check will be the same next month as last has confidence to buy. How the mass production manufacturer, who de-

(Continued on page 141)

July 31

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Thorough Trading Area Coverage Through One Newspaper!

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## Only Three Cities Grow Faster Than Milwaukee

UNCLE SAM reports that Milwaukee has grown faster than all but three of the twenty largest cities since 1920. It now has a population of 568,962—a gain of 111,815, or more than 24% since 1920.

Suburbs of Milwaukee have grown even faster than the city and the population of Milwaukee County is now 716,342, an increase of 32% during the past ten years.

In the same period The Milwaukee Journal has shown even greater gains—71,941 copies daily (69%) and 132,877 copies on Sunday (139%) making a total circulation of 175,267 daily and 228,252 on Sunday—thus maintaining its prestige as the ONE and ONLY newspaper needed to cover this prosperous market thoroughly and effectively.



## THE MILWAUKEE JOURNAL

*First by Merit*

---

Read by More than Four out of Five Milwaukee Families!

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# Giving Real Authenticity to the Testimonial

The Product Itself Receives But Brief Mention in Silver King Golf Ball Series Quoting Well-Known Golfers

CAN testimonials, in this day when so many consumers believe that famous people indorse products without seeing or using them, be given real authenticity? If such reader belief can be put back into this type of advertising, it is important for a large section of advertisers, because long experience has proved that good testimonial copy stands well up toward the head of the consumer appeal list.

Showing not only that authenticity can make itself strongly evident in properly conceived testimonials but that honestly based copy of this type can approximate 100 per cent reader interest in its field, is the current campaign for the Silver King golf ball. Here is a series of testimonials from leading golf professionals in which both these elements of good advertising stand out in a way to meet sporting goods practices as codified recently for the Federal Trade Commission.

Based on the plan of presenting a story editorially, John Wana-maker, New York, distributor of Silver King golf balls, has several prominent golfers tell about noted holes on some world famous courses. The man behind the testimonial actually says nothing about the ball itself. Yet, when at the very end of the advertisement the company says that Archie Compston or Abe Mitchell "plays the Silver King," fullest testimonial effectiveness is achieved.

For example: "The Road" at old St. Andrews, as played by George Duncan, is the headline above a topographical sketch of this hole that is known to a large section of golfing enthusiasts. Copy says: "The most difficult hole I know," reports George Duncan, "is the famous and dreaded 17th or 'Road' hole at old St. Andrews. The hole is a dog's leg with a lightning fast green, fronted by

*The Silver King Series on Famous Golf Holes No. 1*

The 4th at Lido  
"No finer two shot hole in golf"  
A FAMOUS COURSE DESIGNER



Upper Portion of One of the Unusual Silver King Advertisements—Showing an Illustration of a Famous Hole

deep pot bunkers. If you go over on any shot you must play from the public macadam road. Although the distance can sometimes be made in two shots, one regularly has to play short with the second and so take three to get on the very narrow, rectangular green. But I play the hole by taking a big bite off the freight yard (A) with my tee shot. (Any suspicion of 'cut' and you are out of bounds.) If my tee shot comes off, I take a spoon (2) and play straight at the 18th tee (B) instead of playing an iron to the right (C). On the day I had the extraordinary good luck to break the St. Andrews course record my spoon shot reached and stayed on the green and I had a very lucky three."



99 $\frac{1}{10}$ % of all the  
workers in Iowa are  
employed!\*

Business  
is O. K. in Iowa!



The Des Moines  
Register and Tribune

carries your advertising into more than  
200,000 Iowa homes . . daily and Sunday!

\*Authority U. S. census 1930



That is the editorial story. There is no mention whatever of the ball. Only the line "George Duncan plays the Silver King" ties up the product. Yet the testimonial's effectiveness is all the greater from being so indirect.

There are several other points of interest about this campaign. First, its production was as simple and direct as was each testimonial's presentation. According to an official of the company, cables were sent to outstanding British golf pros who play the company's ball, asking them what hole was, in their experience, the hardest to play. Replies from this inquiry merely were edited down to space requirements, no other change whatever being made. Thus, the personality of the writer was retained, to give the testimonial its basis of authenticity. Further, to lend authority to the advertisement, actual architects' blueprints of the mentioned holes were traced for the advertisements' accompanying sketches.

A second point about this campaign is that its effectiveness is produced even without the use of actual names, as is the case with two in the series. Telling about that famous water hole, the fourth at Lido, Long Island, the copy mentions no name, quoting "a famous course designer" and "the Club Champion," while the Silver King name at the end is allowed to tie itself up naturally in the reader's mind.

#### **Well-Known Holes Are Featured**

Third, this series gains widespread reader interest due to the fact that most of the selected holes are known to the average golfer because of various important tournaments which have been played over the courses of which they are a part. Thus, opportunely, the advertisement about the St. Andrews Road hole worked in with the playing of the British Amateur tournament which Bobby Jones recently dramatized by winning on it the last major jewel for his crown. Another St. Andrews hole, the Eden, selected by Abe Mitchell, also gained the same prominence. And for the coming American National Amateur tournament to be

held over the Merion Cricket Club course, the 16th hole, described also without benefit of big name, gives general reader interest. At one time or another, the golfer who makes the market for Silver King has played over or read about most of the famous holes in the campaign.

This testimonial series, running over a period of six months in golf magazines, and four general publications, is merchandised among golf clubs via a calendar of all important golf tournaments. For years this has been a great favorite with pros and usually is hung right in their shops. This, reproducing on each page one of the featured national advertisements, carries several sales points about the company's product and also lists all important sectional golf tournaments of the month.

With golf balls, as with other products, there is little that can be said about a quality ball that has not already been said about a 50-cent ball. Yet here, by making no blatant claims but by weaving around this product an editorial story of a type fitting the quality of the product and the type of user, John Wanamaker, New York, has distinguished its product. To most authentic and impressive testimonials the company has given wide reader interest.

Already requests are coming from fans for the complete series. And a booklet reprinting the whole series is planned, to form a permanent reference for golfers and to secure permanent advertising value for the ball. In this booklet, the editorial style will be even more emphasized, as it will not be necessary to repeat the distributor's signature with each hole account.

#### **Furniture Account to B., B., D. & O.**

The Heywood-Wakefield Company, Boston, manufacturer of reed and fiber furniture, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

#### **J. M. Roberts, Art Director, Detroit Agency**

Jason M. Roberts has joined Brooke, Smith & French, Inc., Detroit advertising agency, as art director.

July

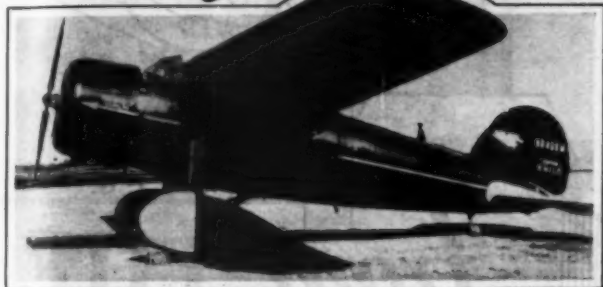
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# Making Air History



## in Jacksonville

**TWO AIRPLANES!**  
Each added new pages to air progress, with Jacksonville the geographical binding!

Upper picture shows the ship used by Brock and Schlee in their 31-hour, 58-minute flight from Jacksonville Beach to San Diego and return. Lower photo: the ship which opened the

world's fastest international mail service, from Florida to the Canal Zone and down the west coast of South America to Argentina.

Forests, mines, soil and sea have contributed increasingly to the prosperity of Florida—and now climate and geographical location bring added benefits from the air.

For information about "Florida's Foremost Newspaper" and its value to advertisers, ask our Merchandising Service Department.

# The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITEGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Member of the 100,000 Group of American Cities



# from THE HAYWIRE ERA onward

Way back when radio sets were made of haywire and hope The Chicago Daily News was building in Chicago an audience and a market for radio.

ADVERT PRESEN

CHICAGO  
Home Office  
Daily News Plaza  
Tel. Dearborn 1111

NEW YORK  
DETROIT  
John B. Wood  
110 E. 4th  
Tel. Ashland  
Empire 78

Member of The Ap of An

## THE CHICAGAI

Chicago's Howspa

Today when technical perfection has made the radio a dependable home aid the market that is the Chicago radio public continues to prefer The Daily News broadcast through its radio station WMAQ and Daily News radio news through its columns.

Today as in these eight building years, The Daily News is recognized as the leading Chicago medium for the set manufacturer.

During the first six months of 1930, for instance, The Daily News carried 72,487 lines of national radio advertising, 6,165 lines more than the next Chicago evening newspaper, 7,134 lines more than the highest morning newspaper daily and Sunday combined.

*A dependable guide for the fall radio advertising program*

ADVERTISERS' REPRESENTATIVES:

NEW YORK  
B. Wood  
110 E. 42d  
L. Ashland

DETROIT  
R. E. Sculare  
General  
Bldg.  
Empire 7810

SAN FRANCISCO  
C. Geo. Krogness  
303 Crocker Bldg.  
Nat'l Bank Bldg.  
Tel. Douglas 7802

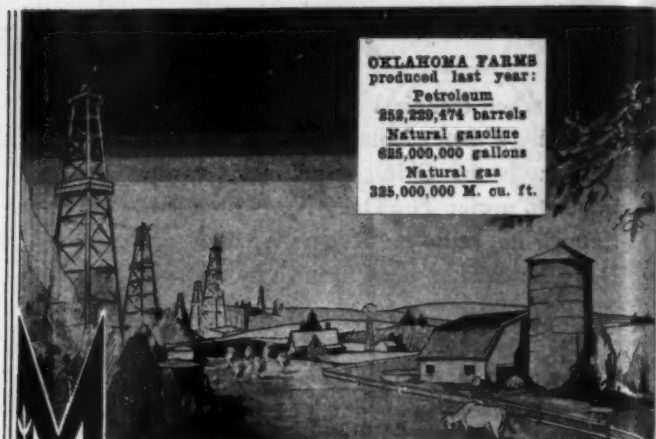
ATLANTA  
A. D. Grant  
711-712 Glenn Bldg.  
Tel. Walnut 8002

of The Day of American Cities

DAILY NEWS

Howspaper





**OKLAHOMA FARMS**  
produced last year:

**Petroleum**

252,229,474 barrels

**Natural gasoline**

625,000,000 gallons

**Natural gas**

325,000,000 M. cu. ft.

## **MORE BUYING POWER** *for Oklahoma Farmers*

Oklahoma, in 1929, produced more than one-fourth of the petroleum in the United States. This, together with the gas, had a value of \$347,521,630.32, according to a report by the state auditor's office.

Practically all of this was on farms. More than \$40,000,000 goes to Oklahoma farmers yearly in the form of oil royalties. Also, there are in Oklahoma ten million acres, undeveloped as to oil and gas, which bring its owners an annual revenue averaging \$1 an acre in bonuses and rentals. This means that the oil companies are adding \$50,000,000 annually to the Oklahoma farmers' income.

Add to this vast wealth \$248,622,000, the value of last year's crops in Oklahoma, and you get the true picture of the Oklahoma farmers' buying power.

The Oklahoma Farmer-Stockman covers this rich market.

### **THE OKLAHOMA FARMER-STOCKMAN**

The OKLAHOMA PUBLISHING CO.  
WKY The Daily Oklahoman-Okla. City Times  
National Representative E. Katz Special Advertising Agency

**192,892**

**A. B. C.**

**Circulation**

# Is the Private Label Coming Back?

If It Is, Only He Who Spends the Money to Advertise It Can Expect to Own It

By G. A. Nichols

THE retailer as a class has refused longer to stock merchandise not backed by consistent and continuous advertising. He has a lot to learn about why and how he should ally his store with the consumer acceptance created by the manufacturer, but he has learned enough to know that by his own efforts he is not going to produce enough salability for unknown brands to enable him to compete successfully with the known brands.

The consumer, on the other hand, is rapidly approaching a state of mind where she refuses to buy certain merchandise, no matter how much it may be advertised, unless she knows something about where it comes from, who makes it and how it is made. Twenty years ago, the distributor with a private label hardly knew, himself, where the merchandise came from, to say nothing of knowing how it was made. There are not a few distributors who still persist in this unadvertised private brand hokus pokus, but their number is happily becoming smaller and smaller every day; they are learning better because they must.

But, granting the undeniable truth of all this, the private label, as such, cannot be airily dismissed as no longer being a factor in merchandising. It still is something to be considered, as can be seen by the workings of a daring merchandising plan employed by a certain large canner who discussed it with me confidentially and whose name, obviously, I am not privileged to divulge.

Anybody who wants to make an unprejudiced survey of the food products field, will see that there are some distributors who have the advertising sense almost as fully developed as have national advertisers. They are strong and powerful in their own territories and believe they have an asset well worth developing. Hence they an-

swer the dealer's objections by advertising their private labels—some of them even employ national advertising at times.

It may be regarded as rank heresy, but it is true, nevertheless, that many of these locally advertised private labels are better known in the distributor's own districts than the manufacturer's labels. Yet, in most cases, they have at least one fundamental selling weakness and for the following reason:

The distributors as a rule are not in a position to tell where the goods came from, who made them and how they are made. These essentials can be told of the manufacturer's goods; hence the manufacturer's labels have a great advantage, in the minds of the consumers, over the advertised private labels, no matter how well the advertising may be done.

Many distributors have a lively realization of this. In fact it is the force that often causes them to give right-of-way to the nationally advertised label, even though they may be right in assuming that their standing in their own territories is fully equal to, if not better than, the manufacturer's and that they can advertise substantially as well as he can.

Is there some workable way in which the manufacturer, without detriment to his enviable reputation with the consumer, can make greater and more profitable use of the distributor's facilities? Can he ally himself with the distributor in such a way that the two may unite in a constructive plan to cater to the consumer's demand to know the who, the where and the how; and can this be done in any way other than the obvious procedure of the distributor sidetracking all his private labels in favor of the nationally advertised kind? In other words are the advertised label and the private label natural

and sworn enemies; or is there some way in which they can be harnessed together in a fairly harmonious team?

Many manufacturers are seeking earnestly for the right answers to these questions. Their attitude is friendly; they are not going to be a bit stiff-necked in their views. Some, no doubt, being eager to sell to the largest possible number of outputs, will continue as heretofore to sell their goods both ways—under their own labels and under the distributor's private brand labels. But many others (and this is the sensible and progressive view) would consider it suicide to sell merchandise for distribution in any way other than under their trade-marked names. If they should take the opposite stand, they are, in effect, saying to dealers: "What we have branded with our own name and are now advertising nationally is no better; in fact it is just the same as what you can buy under your distributor's label."

They would correctly decide that in thus proceeding they would be giving away their birthright—their trade-mark—the one advantage they have over private labels—the who, the where and the how that is regarded so seriously by the consumer.

### *A Safe Way*

Under the circumstances, then, manufacturers will be interested to know that this canner I have talked to has found what is apparently a safe and resultful way of uniting the salability of its own advertised label with that created by its distributors for their private labels.

For some time the company has been advertising its goods with full color pages in national mediums. It has the same faith in its national advertising that it has in its product. It believes it will profit from its merchandise just to the extent that quality is put into it. It also believes that it will profit from national advertising just to the extent that money is put into it.

But at the same time, its accomplishments have not deluded the company into thinking that its

brands, and other nationally advertised brands, have anything near a monopoly in this sort of thing. It believes that those who own private labels will profit from them just to the extent that they put money into advertising them—and that the private label, under these conditions, can become a powerful selling force. Its thought therefore is to make its labels available to distributors in the way that best fits in with their schemes of doing business.

Most distributors, it well knows, had rather carry nationally advertised brands because of their unquestioned appeal to the consumer for the reasons as stated above. It knows, on the other hand, that there are certain distributors who have heavy advertising investments in their own brands and who naturally hesitate to shovel all this out of the window in one grand housecleaning. But, if they can arrange it without prejudice or detriment to this advertising investment, they would like very much to be able to tell the public who, where and how. Or, to express it another way, they will eagerly take over the manufacturer's brand if in some way it can be allied to theirs so they will not have to junk the salability they have built over a period of years and with a considerable investment in tens of thousands of dollars.

This company believes it has something which it can consistently offer to both classes of distributors. It allows them to take their choice as between two alternatives; and this, in effect, is what it tells them: "You may have our goods under our nationally advertised labels. Or, if you wish, we will license you to sell them under your own label or whatever label you desire *provided you will advertise it*. If you do not advertise it, the only way we will advertise it for you is under our label. But if you will agree sufficiently to advertise this merchandise under whatever label you select, we will allow you to print in connection with that label a statement telling the public the who, the where and how. Under this sort of set-up we will advertise the licensed seal as well as

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our own label and say to the public that either is the genuine article.

This radical move seems to be an altogether logical development in the grocery line considering the fact that some people feel the chain stores have now reached from 80 to 90 per cent of their possible volume distribution. Some say that you can never make more than 50 per cent of the women "cash and carry." Certain chain stores, as we all know, have already added other departments to meet this very condition. And there is no reason why great volumes of capital will not find other outlets, just as has been evidenced by the mail-order houses going into chain-store distribution.

Many of the larger chains, contrary to the somewhat generally expressed belief that they use advertised merchandise as a football, have already declared against private brands and in favor of nationally advertised brands only. This is a significant fact relating to chain-store methods which the independent dealer has not yet recognized. Perhaps he is so busy calling the chain store names that he has no time to know what is actually going on.

#### *Just a Matter of Common Sense on Chain's Part*

The obvious reason for the chain stores' change of heart in this respect—and it is a change of heart, opposite tactics being used as late as five years ago—is that the chains feel that the investment in national advertising necessary to establish their private brands in the buying consciousness of the consumer is not the most profitable use of their capital. Especially is this so when such an investment can be made for them by manufacturers and made much more profitably than they could possibly do it for themselves.

This class of retail distributor, plainly enough, is not particularly interested in the licensing plan being discussed here; he prefers to take the national advertising undiluted just as it is.

On the other side of the picture is the rapid development of co-operative chains which, at the pres-

ent time, seem to favor investment in general advertising of their own. They feel either that their name is as powerful as that of the manufacturer, or that they have an investment in advertising which must not be allowed to become a loss. It is probably a desire not to lose distribution among retailers who formerly handled its goods, but who are now joining the co-operative chains, which prompted the company to adopt the licensing policy.

Distributors using the licensing plan send in their labels to the company and have them attached to the cans in the regular process of manufacturing. This can be done with no decrease in operating efficiency and with no added cost. The goods thus labeled are precisely the same as those sent out under the company's own trade-mark; they are admitted to be such and are advertised as such. If they were of a lesser quality this procedure would be obviously impossible; and if the company then produced private labeled goods at all it would be competing with its own trade-mark.

As the plan now works, there is nothing approaching competition to be seen. There is rather co-operation, the labels of the manufacturer and the distributor being merged or allied in such a way as to produce a double advertising effect. This is why the company insists, other things being equal, that the licensee shall advertise. In no other way can he or should he expect to own what is to him a private label—a private label that is made all the more valuable because of its close working relationship with the nationally advertised one.

The company fully expected that a few of the larger distributors, those who have invested considerable amounts of money in advertising their own labels, would accept this licensing plan with real enthusiasm; and such has proved to be the case. But (and here, perhaps, is the most important point in the present discussion) every day it is finding more and more distributors discontinuing private brands and insisting upon

nationally advertised labels. Thus it may be said that while the private label is coming back in a measure, it is coming back in a way that insures its being kept advertisingly alive, and with the advertising appealing to the consumer in a way that is absolutely impossible under the workings of the

old line private label principle.

What this company is doing is to give distributors their choice. When they are given their choice they begin to use their judgment. Without a choice there is no chance for judgment. One just keeps on fighting for something he thinks he has because it is his own.

## What Groucho Says

A Sequel to Groucho's Last. He Drives Boss to Drink

**SCUSE** me. Did I slap your back too hard? Forgive me. I'm all excited.

Say, did I tell you 'bout a big money job I was offered? Two days to decide.

Decided to take the job. Decided not to take the job. Five hundred times each.

It was awful. All ready to flip a coin, and if I didn't like the way it flipped make it two out of three, and if I didn't like it then to give up gambling.

Then I had a big idea. Mebbe this grand duke So So was human. So I called him on the phone, asked him if I dared ask him to lunch. What do you think he said? "Delighted, my dear boy." Just like that.

Met him for lunch. He'd left his grand duke uniform at his office, and was just a feller. 'Course I drew a lot of money and invited him to meet me at a Ritz place. He said: "Have we got to eat here? Don't you know some nice quiet place where we can talk?"

I sure did know a nice quiet place and thither we went. I couldn't wait to begin on him.

"Mr. So So, I don't really want that job, but I do want the salary."

He laughed. "Honest cuss, aren't you, Mr. Groucho?"

"Don't know. Guess maybe I don't know enough to bluff well."

"I'm glad you don't want the job, Mr. Groucho. I'm convinced now the idea was wrong. What I need is an advertising manager and not two sales managers. You can have the job of advertising manager at the salary I offered."

"Too much salary for the job," I replied. "And that will be a

liability in future years." (You see I can use good English when I have to.)

"Guess maybe you're right about that, too, Mr. Groucho. But the more you turn down this job the more I want you. Nobody knows it but we're going to change our agency and I want you to help select another."

"I can do that right now," I eagerly blurted, and we both grinned.

"Now listen to me, Mr. So So. You want a guarantee, as much as you can have one, that you will get fair treatment, pay absolutely fair prices and get good advertising. Isn't that it?"

"Guess that's about it."

"Well, then, will you take my solemn vow that my house will give you all that? Also that I will pledge you the best advertising that the best men we have or can get are able to produce?"

"Why, I don't know why I shouldn't. My authority is complete with respect to agency selection. I believe in you. Why not?"

And that was absolutely all there was to it. Big transactions are sometimes made that way.

Went back to the office, found Boss, said: "Boss, I turned down the big job."

Boss looked up with the ashen hue of despair on his face, saw me grin, commenced to sputter, but I couldn't wait.

"I turned down the job, but I got the account."

Then Boss came across. "Groucho, I haven't had a drink in ten years. Maybe Dwight Morrow is right. Anyway, take me to a speakeasy. This is a very special occasion."

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GENERAL ( NATIONAL ) DISPLAY ADVERTISING  
BY CLASSIFICATIONS  
JULY 1 TO JUNE 30, 1930

Indianapolis, Ind.

	NEWS Evening	STAR *Morning	STAR *Sunday	TIMES Evening
✓BUILDING MATERIALS.....	36994	13924	6306	2854
✓ELEC. APPLIANCES & SUPPLIES.....				
Refrigerators.....	46707	12572	20585	-
Vacuum Cleaners.....	4314	2035	-	5526
Washing Machines.....	15423	-	10239	2312
Miscellaneous.....				
TOTAL ELEC. APPL.....				

✓FOOTWEAR.....	
✓FURNITURE & HOUSEHOLD.....	
✓GROCERIES.....	
Baking Products.....	
Beverages.....	
Cereals & Breakfast F.....	
Condiments.....	
Dairy Products.....	
Disinfectants & Ester.....	
Malt & Hops.....	
Meats & Fish.....	
Soaps & Cleaners.....	
Miscellaneous.....	
TOTAL GROCERIES.....	

HEATING & PLUMBING.....	
Heaters & Stoves.....	
Oil Burners.....	
Miscellaneous.....	
TOTAL HEATING & PL.....	

✓HOTELS & RESORTS.....	
INSURANCE.....	
JEWELRY.....	
MEDICAL.....	
✓MEN'S WEAR.....	
✓MISCELLANEOUS.....	
✓MUSICAL INSTRUMENTS.....	
✓OFFICE EQUIPMENT.....	
✓PUBLICATIONS.....	

Books.....	
Magazines.....	
Newspapers.....	
TOTAL PUBLICATION.....	

✓RADIO.....	
Batteries & Eliminator.....	
Sets.....	
Speakers.....	
Tubes.....	
Miscellaneous.....	
TOTAL RADIO.....	

✓SPORTING GOODS.....	
TOBACCO.....	
Cigars.....	
Cigarettes.....	
Tobacco.....	
Miscellaneous.....	

✓TOILET RE.....	
Deodorant.....	
Perfume.....	
Sospre.....	
Miscellaneous.....	
✓TRANSPORTATION.....	
Railroad.....	
Steamships.....	
Tourism.....	
Miscellaneous.....	

TOTAL TRANSPORTATION.....	
WOMEN'S WEAR.....	
GENERAL CLASSIFICATIONS TOTALS.....	
NOTE: (*) Includes Retagature Lineage.....	
GENERAL CLASSIFICATION TOTALS.....	

General advertisers in  
**14 out of 17**  
Media Records classifica-  
tions, placed MORE  
linage in The News for  
the first six months  
of 1930, than in any  
other Indianapolis  
newspaper.

70080	14278	25652	14542
4524	136	3098	2562
80361	27098	18970	26036
104944	102242	1182	102011



**The INDIANAPOLIS NEWS**  
*Sells The Indianapolis Radius*  
DON BRIDGE, Advertising Director  
New York: DAN A. CARROLL  
110 East 42nd St.  
Chicago: J. E. LUTZ  
Lake Michigan Bldg.

115301	80672	17636	34915
22434	102	2813	102
1933765	620032	321002	633543

MEDIA RECORDS

PAGE 5

# CAUSE and EFFECT IN DETROIT

**First  
in  
Circulation  
in  
Michigan**

Occupying a singular position among the newspapers of America because of its unusually thorough coverage of the nation's fourth market, The Detroit News during the first six months of 1930 again led the world in advertising.

**First  
in  
Coverage  
in  
Detroit**

In the Detroit trading area The News has 74,000 more circulation than any other newspaper and thoroughly covers the homes of this market. Two-thirds of the circulation of The News goes directly into the home—the source of all purchases.

**First  
in  
Advertising  
in  
The World**

## The Detroit News

THE HOME NEWSPAPER

New York—I. A. KLEIN, INC.

Chicago—J. E. LUTZ

MEMBER 100,000 GROUP OF AMERICAN CITIES

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# "You Gotta Like It"—Modern Marketing's Shibboleth

Does Modern Merchandising Discourage Intelligent Selling?

By Douglas Reed

**STANDARDIZATION** of brands, modern packaging, the chain store and co-operative merchandising have contributed many improvements and economies to retail distribution and selling. I am beginning to wonder, however, whether some of these newer weapons intended to bring about increased sales and increased profits may not eventually prove to be boomerangs.

Chain-store development has made it possible to do business with a retail sales force of less intelligence and training than was possible in the old days of independent retailing. The fact that some chain-store organizations insist upon hiring college graduates does not alter this assertion. Actually, these college graduates may know merchandising and retailing principles backward and forward—I fear many do not—but they know precious little about the groceries, drugs or hardware they are selling. Worse, they seem to take no steps toward finding out about the things they ought to know.

Recently my wife asked for some Formosa Oolong tea at one of the more prosperous chain grocery stores in Stamford, Conn. The clerk didn't know what it was. He asked the manager about it, and the manager seemed to know no more about it than the clerk.

Now there was nothing unusual about this request. Formosa Oolong is one of the most popular teas—or was, before the chain store came along. What was the chain-store manager's method of handling this perfectly legitimate, everyday request?

He explained that the store carried only four kinds of tea: black tea, green tea, mixed tea and tea balls. Very illuminating!

By referring to the printed matter on the packages he discovered that the black tea was India and

Ceylon—apparently he had never read the labels before—the tea balls, Orange Pekoe; the mixed tea, a mixture undefined except by the color of the label, and the green tea, just green tea. Apparently he had never heard of Formosa Oolong, and he didn't care much about adding it to his stock. His sole attempt at making the sale lay in a statement to the effect that everybody liked the tea he sold, and that he sold lots of it. Which, alas, didn't make any of his brands Formosa Oolong!

Let me cite another example. I happen to have a heavy beard, and a sensitive skin. No shaving cream I had tried quite satisfied me until I recently found what I wanted. Some caked on my face; some did not lather sufficiently; most seemed too astringent.

I went into a large metropolitan drug store and asked the clerk to recommend a shaving cream that would hold a wet, full lather, and would not be too astringent. He was obviously nonplussed. He showed me three popular brands of which I had already tried two. He mentioned three others I had already tried without success. Then he showed me four more brands I had not yet tried.

"Which is the least astringent?" I asked.

"These two are 50 cents, this one is 75 cents, and this one is \$1.25," he replied.

"I'm sorry, but you're not answering my question."

"Oh, we sell more of the 50-cent brands though some people like the others."

"But which is the least astringent?" I asked again.

"Well, I really don't know, but I know they're all good, and I know you'll be satisfied with any one of them."

That was all he could say. I began to wonder whether he knew

the meaning of the word astringent. Surely it wasn't too much to expect that a drug clerk should know the term. And I walked out.

These are by no means isolated cases. Soap and cleansing powder, cosmetics and canned goods are all sold as so many packages with so many names. And the clerks—and in some cases the merchants—never know what is inside the package.

There is a fundamental difference in flavor and ingredients, for example, between Heinz Tomato Ketchup and Snider's. One is sweet and the other is acid; one has garlic and one has not. But to the average grocery clerk it is simply a difference in labels.

Or consider coffee. There are not only any number of different blends, but many readily distinguishable roasts. These variations reflect in the lightness or heaviness of a coffee, in its oiliness or acidity, in its richness or mildness. A coffee may be roasted dark or light, red or dark brown or black. But just try asking the average grocery clerk for a strong, acid coffee!

He will look at you blankly and say with the automatic rapidity of machine-gun fire, "Twenty-nine, thirty-five, thirty-nine, forty-five or fifty-nine?" In short, he determines your wants not by what you ask for, but by the price you want to pay. You may find that what you ask for on a price basis is miles away from what you really want and ask for on the basis of its inherent qualities.

I suppose that the answer to my criticism is something to the effect that soap is soap, coffee is coffee, lotion is lotion, catsup is catsup, and that it all comes to the same thing in the end.

Or someone will say that individual preferences will disappear when advertising has done its educational job, when merchandising has attained perfection, and when efficiently controlled production and distribution methods have eliminated competing brands and the finer distinctions in flavors and chemical or physical properties which sensitive cranks like myself feel we have a right to expect.

Well, maybe so. When that day comes, the message of the manufacturer, if frankly stated, will be like the old army adage:

"You're in the army now. You'll like it, you gotta like it!"

### O. H. Young Advanced by Edison Lamp Works

O. H. Young, formerly merchandising and sales promotion specialist for the New York district of the Edison Lamp Works, has been transferred to the home office at Cleveland. His new duties will comprise field analysis, special consumer contact and the development of new sales plans and promotional activities. L. M. Smith, of the New York office, will take over the major portion of Mr. Young's former duties in that district.

### Tanex Plans Three-Year Campaign

The Tanex Corporation, Hagerstown, Md., manufacturing chemist, is planning a national advertising campaign to extend over a period of three years. Magazines, newspapers, business papers and direct mail will be used. The Winfield D. Davis Company, Baltimore advertising agency, is handling the account.

### J. W. Mason with Detroit Printer

John W. Mason, at one time with the Green-Fulton-Cunningham Company, Inc., Chicago advertising agency, has been appointed a sales representative of the Esterling Printing Company, Detroit.

### W. H. Cody to Direct Vlček Tool Sales

W. H. Cody has been appointed general sales manager of the Vlček Tool Company, Cleveland. He has been Western manager of the company for several years.

### Fur Account to Burton-Nelson

The Charles Cohn Fur Company, New York, manufacturing furrier, has appointed the Burton-Nelson Company, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

### Has Resort Account

The Southwestern Wisconsin Scenic Association, Mineral Point, Wis., has appointed the E. H. Brown Advertising Agency, Chicago, to direct its advertising account.

### Appoints Aubrey & Moore

The Moser Business College, Chicago, has appointed Aubrey & Moore, Inc., advertising agency of that city, to direct its advertising account.



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# Measuring Sales Potentials

1. Their Value in Selling and Advertising

By L. D. H. Weld

Director of Research, The H. K. McCann Company

SCIENTIFIC methods have long been applied to factory production, first in the technical end, and later, in the management end. Now, science is beginning to find its way into marketing and advertising.

There is great need of this engineer's approach. The cost of marketing is far in excess of manufacturing costs for most articles. The competition for marketing outlets is becoming more and more severe. There is a tendency toward declining profits in many industries.

Advertisers are asking their agencies for proof that they are using the proper amounts of advertising, the best media, the right kind of copy. Our magazines and newspapers, and even the ether, are becoming so crowded with advertising messages, that a given advertising expenditure cannot do the same job that it did ten years ago. There is greater need than ever that advertising carry the right appeals to the right people and in the most economical manner.

The measurement of sales potentials is only one part of the scientific approach that is gradually being developed in an attempt to make selling and advertising more effective and economical. So far as advertising is concerned, we are developing sounder methods of market analysis; we are beginning to test the pulling power of advertisements before they are allowed

to run on a national and expensive scale; we are measuring the relative effectiveness of advertisements of different size and color, and in different positions; we are analyzing more minutely the circulations

of our media, both geographically and qualitatively.

The measurement of sales potentials is an important phase of this scientific approach both to selling and to advertising problems. Many progressive companies have been trying to measure their possible markets—both as a whole, and for each section of the country, for years. Some have been doing this effectively, and others have been using crude methods. There has been more guesswork than science.

But the need of market evaluation is becoming more

pronounced, and it is safe to say that efficient marketers of the future will rely more and more on careful analysis of their possible markets.

Accurate measurement of market potentials is valuable in a number of ways:

*First:* It furnishes the necessary foundation for sales quotas. Sales quotas are valuable in setting up goals for a business as a whole. They are essential in budgetary control. They are used effectively for establishing expected standards of performance for each branch, or sales division, or trading area. They are set up for individual salesmen, and are used successfully

**SCIENTIFIC methods have long been applied to factory production. Now, science is finding its way into selling and advertising.**

*This series of articles will describe a scientific method of determining sales potentials and sales quotas. The application of such a method means more effective and more economical advertising and selling.*

*The articles will answer such questions as:*

*How shall sales potentials be measured? How important are past sales as a measuring rod? Can one general index of purchasing power be used for all commodities? If several factors affect a product's market, how are they chosen and combined so that each is given proper weight?*



as a basis for salesmen's compensation, especially when this compensation consists partly of a premium on sales over a given quota.

This is not the place for an extended discussion of sales quotas. But it is necessary to point out the need of the highest possible

of each section of the market.

*Second:* Measurement of sales potentials is necessary for discovering strong and weak spots in distribution. It often happens that a manufacturer believes that his sales are very satisfactory in certain territories, only to find out after careful analysis, that they are not so good as they ought to be, as compared with other territories.

Sometimes reduction of sales to a per capita basis reveals this, but there are factors other than population that affect the sale of most commodities. In later articles it will be shown how such factors may be selected and combined.

Once it is shown that sales are weak in a certain area, the next step is to make an investigation to find out what is wrong. It may be a matter of personnel; perhaps there are not enough salesmen; possibly the competitive situation is acute; perhaps there is not enough advertising. And this leads to the third benefit of measuring sales potentials.

*Third:* An accurate picture of the market is necessary in allocating proper amounts of advertising and other sales effort to individual



© Bachrach

L. D. H. Weld

degree of accuracy in establishing them.

It is common practice to establish quotas by simply adding a flat percentage of increase to the sales of the previous year. In some cases, this may furnish a fair basis; but in the distribution of most products this method is far from accurate.

Whereas a 10 per cent increase may result in a reasonable quota for one territory, another territory may be so weak, as compared with its potential, that it should show a 50 per cent increase. Not that such an increase should be expected the first year; it may be that a 20 per cent advance would be reasonable. Common sense and justice must be used in setting quotas; but it is also worth while to know the ultimate potential

sections of the country. Grisell, in his "Budgetary Control of Distribution," has shown the value of splitting the country into trading areas, and of comparing sales expense and advertising expense with sales and sales potentials in the individual areas. Without such analysis, it is practically impossible to know whether any given advertising appropriation is being distributed properly in different parts of the country. It may be found that altogether too much money is being spent for advertising in certain sections of low potentiality, while in other sections where potentials are high, it may be found that the advertising pressure is altogether too light to bring about the best results.

An advertising plan which involved the expenditure of a million

# The First Hundred Years

The first ten years of the Chicago Evening American's circulation leadership in Chicago's evening field soon to be completed, have been years of progress, but not of ease. Unrelentingly we have worked to bring about universal awareness and acknowledgment of the change in Chicago's evening paper preference in the last decade.

If it takes a hundred years to reach that objective, it will be done. But should it take a hundred years? The facts are too clear not to register with alert minds *now*.

It is years since the Chicago Evening American's leadership over the evening paper nearest it reached the 100,000 mark—and it has never fallen below that decisive figure.

In the first 6 months of 1930 the Chicago Evening American's daily circulation average was 562,631—116,530 greater than that of the second Chicago evening paper.

## CHICAGO EVENING AMERICAN

A good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

• *National Representatives:*

RODNEY E. BOONE ORGANIZATION

dollars was recently subjected to this sort of analysis. It was found that if this plan had been carried out, it would have resulted in spending for advertising in certain areas as much as 80 per cent of potential sales.

In other areas, the advertising pressure would have been altogether too light as compared with the potential market. It had been realized that the advertising outlay was unduly heavy in some areas where sales were poor, but it was believed that it would be only a question of time before a large enough share of the market could be gained to justify the expense.

When it was discovered that the potential market itself was decidedly limited in most of these territories, the advertising plan was entirely revised. The magazine list was changed; newspaper schedules were reduced in some areas and increased in others, and changes were made in other media until advertising pressure and expense were made to conform to the potential market of the product to be advertised.

There are still other uses to be made of measures of sales potentials. In a future article the construction of a general buying power index will be described. Such an index does not furnish a correct measure of the market for most individual commodities, but it is useful in other ways.

For example, it helps to measure the quality of circulation of individual magazines. There are some magazines whose circulations follow buying power closely. There are others that have heavy circulations in low-buying-power communities, and light circulations in high-buying-power communities. The general character of the circulation of any magazine can be easily determined by comparing its density of circulation with the general buying power index that will be described later. Examples of such comparison will be presented.

So much for the usefulness of measuring sales potentials, concerning which there can be very little argument.

The real questions are:

How shall sales potentials be

measured? To what extent should past sales be taken into consideration? Is it possible to use one general index of purchasing power for all commodities? Does the circulation of any magazine or group of magazines furnish such an index? Do the combined sales of a group of manufacturers measure the market for different commodities? Should figures be reduced to a per capita basis—or expressed as a percentage of the United States total? If there are several factors that affect the market for a product—such as climate, religion, foreign population, etc., how are these factors to be chosen? And, after they are chosen, how are they to be combined, so that each will be given its proper weight?

Those who have attempted to measure markets and establish sales quotas, have surely run into some of the questions outlined above, and everyone will agree that it is highly desirable that answers be found. Various methods of market appraisal are in use, and there is no standard practice. Perhaps no standard practice is possible, because the problems of individual companies vary to such an extent. But there are certain fallacious methods in use, and it will be the object of the next article to discuss some of the mistakes commonly found in present-day practice.

### Yawman and Erbe Appoint Hutchins Agency

The Yawman and Erbe Manufacturing Company, Rochester, N. Y., manufacturer of Y and E office equipment, has appointed the Hutchins Advertising Company, Inc., of that city, to direct its advertising account.

### Paul W. Kesten Joins Columbia Broadcasting System

Paul W. Kesten has been appointed director of sales promotion and advertising of the Columbia Broadcasting System, New York. He has been with Lennen & Mitchell, Inc., New York advertising agency.

### Appointed by Minneapolis- Honeywell

Charles G. Miller, formerly a salesman with the Minneapolis-Honeywell Regulator Company, Inc., Minneapolis, has been made sales promotion manager of that company.

# IN THE FIRST 6 MONTHS OF 1930

6,954 more new cars were registered in Cook County than in all the 67 other counties of Northern and Central Illinois. New car sales in Cook County for the period were 52,227—and 15.3% less than this figure in the 67 other counties.

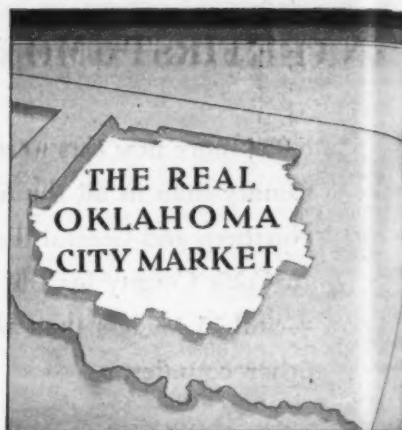
In this ideal automotive market—gigantic in buying power yet compact in physical size—over 90% of the Chicago Evening American's circulation is concentrated. And in the first 6 months of 1930 the Chicago Evening American sold an average of 562,631 copies daily.

## CHICAGO EVENING AMERICAN

A good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION



# GOOD BUSINESS IN OKLAHOMA CITY

**REFLECTED  
BY ITS  
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Special Adver

Good business in this market is reflected by Oklahoma City's unemployment per cent of 1.3, which is the lowest of 22 cities reported by the census bureau and far below the average of 3.1.

When the curtain was rung down on the taking of the federal census of 1930 it was found that Oklahoma City is one of the seven wonder cities that had developed—cities of 100,000 or more which had more than doubled their population in the last ten years.

Each of these seven wonder cities has cut a wide and important swath in the progress of the community and territory which it serves. There are reasons back of the doubling of population in each case.

Oklahoma City, with building permits totaling 10,484,780, ranked fourteenth among the largest cities of the nation in building permit totals for the first half of 1930, according to figures released by S. W. Straus and Company.

Business volume showed manufacturing climbing from \$175,000,000 in 1925 to \$208,000,000 in 1929; wholesale trade from \$374,000,000 to \$418,000,000; and retail trade from \$135,500,000 to \$160,000,000.

Little wonder, then, that the July report of a nationally recognized authority shows Oklahoma City as one of the 25 cities in the United States offering the most favorable sales opportunities.

Get sales quotas high in the Oklahoma City Market, and go after them with an adequate schedule in the Oklahoma City Times, which, ALONE, are enough to do a thorough selling job at ONE advertising cost.



## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Oklahoma Publishing Co.  
THE OKLAHOMA FARMER-STOCKMAN

Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

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**DETROIT—1920**  
**993,739**

**DETROIT—1930**  
**1,819,764**

*(territory included in A. B. C. city circulation boundaries)*

**says Uncle Sam  
in his census report  
and thereby forever  
knocks into a  
cocked hat  
the argument  
that Detroit can  
be covered with  
one newspaper.  
Use The Detroit Times  
and one other  
newspaper.**

**"THE TREND IS TO THE TIMES"**

*Represented nationally by the RODNEY E. BOONE ORGANIZATION*

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# Keeping Up with Current Advertisements

Suggesting a List of Publications for Beginners—and Judges—to Study

By Aesop Glim

OLD Aesop Glim is asked by beginners—with rather regular frequency—"How can I keep track of current advertisements? How many publications do I have to follow, in order to feel that I am keeping myself posted as to what's going on?"

And, along with these questions, I might well group those as to knowing the "best" advertising. "The Harvard Awards and 'The Advertising Parade' come but once a year; what do I do in the intervals, in order to keep up with the best in current advertising? And besides, such awards and selections represent the choices of certain special groups; I rather like to make my own judgments."

To all of which, Old Aesop Glim has some pat answers all worked out which he delivers with rare delight, to any beginner intelligent enough to ask such questions. Fancying himself as quite an iconoclast on the subject of advertising awards and selections, Aesop settles himself back into his chair, braces his hands against the desk and expounds. (In which attitude he is said to look very much like an indignant bullfrog.)

\* \* \*

In judging advertising and selecting "the best," I feel certain that the judges use only their eyes. Which is to say, they merely look at the advertising in question and proceed to rate it. They do not bother to find out how well it pulled—or whether it pulled at all. They know what they like—and that makes their selections "Art." I may be wrong, but I believe that is essentially the case.

Therefore, you can hardly be expected to do appreciably more than that—unless you have the inclination, and the time, to carry on a multitudinous correspondence to determine how each advertising campaign which strikes your fancy,

pulls. You haven't the time and you probably haven't the inclination, so I will indicate a list of publications for you to follow and you can use your eyes, just as your superiors do.

The list I recommend is not terribly long; yet, for all practical purposes, it will keep you conversant "with the best in current advertising." You will probably peruse fifteen publications—newspapers, magazines and business papers—

First, as to newspapers, follow the leading man's paper and the leading woman's paper in a city on the Atlantic Coast, the Pacific Coast and one in between. This makes six newspapers to study, in the hope that you will see the best of all current newspaper advertising. Naturally you will miss some, by studying only these papers. But you can't follow a greater number; you may be able to follow only the two leading papers from the biggest city near your home. And you can rightly expect that, sooner or later—and sooner rather than later—the best of the current national newspaper campaigns will be run in the important papers you do watch.

You may need to consult older men, if you don't know which are the "leading" newspapers, but you probably won't find much difference of opinion. If you think about it, you will quickly realize that the question as to a paper's political affiliation hasn't much to do with the case—so far as its advertising importance is concerned. The chief point I want to stress is that the papers you should study in order to keep up with advertising, may not include the paper which is your own first choice for daily perusal. Wherefore, your fidelity to "your" paper will not represent sufficient effort on your part.

And the same is true of the magazines and business papers you should study. You may be one of the *literati* and prefer a "mental" magazine, or a roughneck and prefer an emotional or sensational magazine; in either case you're apt to miss the other half of the world, if you don't differentiate between the papers and magazines you read and those you study.

For the best in advertising to women, follow two of the leading monthly magazines—that is, two of those primarily devoted to housekeeping. To which you might add one of the several monthly magazines devoted primarily to home dressmaking and other forms of needlework. In this last one, you will find certain types of advertising which do not appear regularly in the housekeeping magazines.

And to these three women's publications, you must add a leading woman's fashion magazine—which ever one most appeals to you, but be sure it has fashion authenticity. Here you will find still other types of advertising to women.

(I trust my descriptions, with names omitted, are not too confusing. But I can't afford to discriminate in print between the leaders in each group; and I might not be able to prove the correctness of my choices, anyhow. There is room for preferences in most of these groups, except where my particular friends are running them.)

For magazine advertising addressed primarily to men, you should follow two of the national weeklies—one with a definitely "mass" appeal and one with a more conservative editorial policy—conservative as to taste, but not limited in general appeal. Add to these an authoritative magazine on men's fashions.

Periodicals addressed to the farm population represent one of the most important groups for you to follow. Never forget that more than half of our population live on farms and in farming communities. Whenever you have a product they will buy, you can thumb your nose at Park and Fifth Avenues—their inhabitants may glitter, but they are numerically

few and—they pay no more per unit for what they buy. For study purposes, follow one leading national farm paper and one or two leading sectional farm papers.

One further type of magazine to study is that generally called "class" circulation. That designation is pretty broad. The publication I want you to study is whichever of the "mental," *literati* or *intelligentsia* publications most appeals to you. Here you will find certain types of book, mail-order and travel advertising which are not always found in the other publications on the above list.

So much for the magazines. Now you should follow as many different types of business papers as your time and business interests dictate. The leading papers in the drug, food and hardware fields are important. Then, take your choice of the other trades, industries and professions. I would consider especially, the publications devoted to clothing, power, electricity, radio and architecture.

Such a list of newspapers, magazines and business papers would surely fill your time and give you all you could hope to do as regards publication advertising. But don't forget that there are many other forms of advertising—radio broadcasting, outdoor and car card advertising, direct mail—use your ingenuity to check them as best you can. Keep your eyes open as you travel about. Don't be "in advertising" during office hours only.

### H. P. Sigwalt with E. F. Schmidt Company

Harold P. Sigwalt, formerly director of industrial advertising with The Cramer-Krasselt Company, Milwaukee advertising agency, has been appointed manager of the direct advertising division of the E. F. Schmidt Company, Milwaukee printing company. He previously had been advertising manager of the Milwaukee Corrugating Company, now the Milcor Steel Company.

### Travel Account with Porter Agency

Geo. E. Marsters, Inc., Boston travel agency, has appointed The Porter Corporation, advertising agency of that city, as advertising counsel. Boston and New York newspapers are being used in two separate campaigns, one institutional and one offering specific tours.

# Today or Tomorrow

**M**ost advertising is planned and written with the idea of creating sales **RIGHT NOW** or at least next week or next month. What about the future? Does it always take care of itself? Is it not worth while to give some thought to the market of a few years from now? Each year a new generation of children reach the grown-up stage. They develop new wishes and desires, they marry and start housekeeping and buy food and furniture and automobiles. It is quite possible to sell the present generation, and at the same time lay up a stock of good-will for the next generation. Ask for more facts.

**CHARLES FRANCIS PRESS**

**461 EIGHTH AVENUE, NEW YORK**

**PRINTING CRAFTS BUILDING**

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## Paris Garter's Message to Mother Hubbard

**A.** STEIN & COMPANY make Paris Garters and a line of other branded articles that are termed "staple notions." Here is a company, it would seem, that ought not to feel the effect of "Mother Hubbard buying" on the part of dealers. But such is not the case, as is shown in a letter that Stein sent dealers last week. The thought expressed in the letter, which is here reprinted, may very well be adapted by other manufacturers in letters to their trade:

"By this time, no doubt, your mid-year inventory season is over. Such reports as we have received indicate that inventories generally are extremely—dangerously—low with manufacturers, wholesalers and retailers.

"Sound economists promise a much better business for the latter part of this year. However, that desirable development is predicated largely on what we do in the next sixty days toward stock accumulation in salable merchandise.

"You know that it requires much less time to order merchandise than it does to manufacture it. When one manufacturer is out of an item, it sometimes is possible for you to duplicate it or to buy something similar from another manufacturer. This procedure, however, causes a lack of uniformity and duplication of your stocks with attendant confusion and loss. This is much less desirable than carrying a slightly larger but a more active and staple stock of merchandise.

"When it comes to staple notions—none turn over more rapidly than Hickory and Paris Products. You assume no risk when you instruct your various buyers to order such items in larger quantities than your policy provides for on strictly seasonable or style merchandise.

"In the interest of better business, our suggestion is: during the next sixty days instruct your buyers to reasonably anticipate their requirements rather than buying

staple notions only as you sell them. This will not only pay you, but will permit us to be of greater service to you, since our action in manufacturing goods is largely governed by our customers' orders.

"We would appreciate an expression from you on this subject which vitally affects our mutual interests."

### F. J. Ross and Fuller & Smith Agencies to Merge

The F. J. Ross Company and Fuller & Smith, advertising agencies, on August 1, will combine as Fuller & Smith & Ross, Inc., according to an announcement which **PAINTERS' INK** has received from F. J. Ross.

Mr. Ross will be chairman of the board of directors of the new firm, A. L. Billingsley, now president of Fuller & Smith, will be president. P. W. Murphy, now treasurer of Fuller & Smith, will be treasurer of the new agency and C. M. Seymour, now secretary of the F. J. Ross agency, will be secretary.

Fuller & Smith, which is located in Cleveland, was founded in 1908 with a staff of four men. The agency now has a staff of ninety. The Ross agency was organized in 1920. The combined staffs of Fuller & Smith & Ross, Inc., will number 120 people. Among the accounts which it will direct are the Willard Storage Battery Company, the Hotels Statler, Westinghouse Electric & Mfg. Company, Hawaiian Pineapple Company, P. & F. Corbin and the Commonwealth Shoe & Leather Company.

"The merger procedure in this case," Mr. Ross stated, "was both simplified and expedited by the president of the American Association of Advertising Agencies, John Benson. Upon the request of the two agencies, Mr. Benson presented a basis upon which he considered they might equitably merge. As a procedure in merging, this case makes such affairs sound less difficult than they have sometimes been considered to be."

### Pacific Telephone Advances W. A. Folger

Walter A. Folger has been advanced by the Pacific Telephone & Telegraph Company, San Francisco, to the position of assistant vice-president. He will have charge of advertising and publicity.

### To Represent "The Fifth District Banker"

Ernest C. Auld has been appointed Middle West representative of *The Fifth District Banker*, Richmond, Va. He will make his headquarters at Chicago.

WE are paying one hundred dollars a week to Detroit women who submit the best solutions to a series of problems on fashion-right apparel.



IF you could see some of the intricate, wholly charming, and amazingly novel solutions among the thousands being submitted, you would have a better understanding we are sure of the intelligence of the women who read this newspaper, and how quick they are to respond to things that invite their fancy.



BY the way, this "fashion-right" contest is being hailed

with genuine enthusiasm by Detroit retail merchants who sell things feminine. It is also being commented on generally in some of the public prints devoted to a discussion of things influencing retail advertising—and buying.



JUST another one of the constructive, extra-journalistic activities this newspaper is constantly busy about to make its readers appreciative of a good newspaper and the advertising that appears in its columns.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# NEWS

BKLN. TIMES

## SIX MONTHS records of Furniture Store linage in New York

*Compiled from the Advertising Record Company figures for New York.*

### GAINS

NEWS . . . 48,926  
Bklyn. Times . . 12,201

BKLN. EAGLE  
GRAPHIC

MIRROR  
TELEGRAM

SUN  
POST

STD. UNION

TIMES

E. WORLD

M. WORLD


JOURNAL

### LOSSES

Harold Tribune . . . 870  
Bklyn. Eagle . . . 4,331  
Graphic . . . 8,883  
Mirror . . . 18,706  
Telegram . . . 23,710  
Sun . . . 31,558  
Post . . . 33,839  
Bklyn. Star-Union . . 31,095  
Times . . . 58,403  
World (E) . . . 69,633  
World (M) . . . 107,254  
Journal . . . 122,237  
American . . . 126,795

## NOT IN THE RED

is News advertising lineage for the first six months of this year. And News readers must be optimistic, too, because they keep right on buying furniture, because furniture advertisers have given us the highest six months in our history. Incidentally, every New York paper but The News is in the red on this classification! To reach buying power this year in New York, you will do well to use The News.

THE  NEWS

NEW YORK'S PICTURE NEWSPAPER

220 EAST FORTY-SECOND STREET, NEW YORK

Kohl Building, San Francisco + Tribune Tower, Chicago



# Thousands of Prospects for Parlor Furnaces

**T**HEY need these individual heating units in the 343,738 farm homes in Northwestern Agropolis.

There are no steam-heated flats in this market and many of the homes are not piped for furnaces. Here, where winter takes itself seriously, the parlor furnace is a staple commodity.

In this section there are more homes on country highways than in all cities and towns combined. Fifty-one and two-tenths per cent of the population lives on the farm. Most of them buy in small towns. **THE FARMER**—the medium that serves them—has the largest Northwest circulation of any publication of any kind. It reaches more than 275,000 farm homes every week.



Saint Paul, Minn. —Telephone Cedar 4141  
Minneapolis, Minn. —Telephone Main 6700

New York Office  
**Wallace C. Richardson,**  
INC.  
250 Park Avenue  
Telephone: Eldorado 2044

Chicago Office  
**Standard Farm Papers**  
INC.  
Daily News Building  
Telephone: Central 3407

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# Santa Claus Buying

The Other Side of Old Mother Hubbard Merchandising

By Edgar H. Gault

[With an Editorial Reply]

IN recent issues of **PRINTERS' INK**, half the story has been told of the picayune purchasing, and Old Mother Hubbard merchandising of retailers at the present time.\*

A fair picture of the situation can be drawn only by presenting another side. Why do retailers not pitch in and buy as in the good old days? The answer is that large purchases too often turn out to be Santa Claus purchases with the retailer playing the rôle of the jolly old fellow.

If the same inventory conditions prevail in stores throughout the country as exist in thirty independent department stores with which I am familiar, the stocks of merchandise on the shelves of at least 75 per cent of the retail stores are larger today than they were at this time in either 1929 or 1928. This is the reason the big boss is clamping down on his skilled department buyers who are too often buying large quantities of merchandise that will not sell at a profit.

A large part of the present difficulty is the result of introducing style into many lines of merchandise that formerly were sold as staples. For staples, large advance orders may be placed by retailers with confidence that the merchandise will sell either this year or next without taking a series of profit-rending mark-downs. Such a condition does not exist with style merchandise. The consumer who has been educated to appreciate style will pay a fancy price for merchandise which is styled right, but off-style merchandise is not wanted when offered at cost or even less. In selling the off-style merchandise, the retailer must

sharpen his pencil, forget about costs, and take a mark-down that will offset the profits in the sales of a lot of good merchandise.

The retailer is forced into picayune purchasing to merchandise style goods successfully. He cannot make large commitments with manufacturers until he knows what his customers want—whether they prefer their chairs and swings with green and white or red and white stripes—and most retailers do not know which will sell profitably until the consumer starts to buy. Consequently the retailer buys a picayune amount of all the styles which he thinks his customers may accept and then reorders on the styles that sell. He could not do otherwise.

If he purchased heavily of the various styles in the first place he would not be in a merchandising position to reorder on the few styles which received consumer acceptance and would be obliged to unload the large quantities of off-styled merchandise at a loss. If he concentrated on a few styles it would be largely a matter of luck whether the styles selected by him were the styles that would receive the consumer's favor when the merchandise was offered for resale. In either case the average retailer runs considerably more risk of loss from his merchandising efforts than he does if he is a picayune buyer.

The present situation is unsatisfactory both to manufacturers and retailers. A most happy solution would be the development of scientific style forecasting to the extent that the retailers could place orders with manufacturers with a foreknowledge that the styles selected would receive popular consumer acceptance. Or it might be, if less emphasis were placed on style through the entire merchandising process, consumers would relax their hard-boiled demands

\*Roy Dickinson: "Picayune Purchasing—Bore-Headed Buying," June 19; "Old Mother Hubbard Merchandising," July 3; "But When She Got There—," July 17, and "Old Mother Hubbard's Dog," July 24.

for certain styles and the retailer would be safe in buying in large quantities again with confidence that the utilitarian feature of the merchandise would make heavy mark-downs unnecessary. A more likely solution, however, is that manufacturers will give more attention to the production and selling costs connected with picayune sales and adjust their prices accordingly.

\* \* \*

Mr. Gault, writing from the School of Business Administration, University of Michigan, blames part of the present difficulty on too much style merchandise—says that stocks are larger than a year or two years ago. In **PRINTERS' INK's** investigation many letters from manufacturers, letters from prominent retailers themselves, give a far different picture. Mr. Gault's statement that staples can be ordered in advance with confidence by retailers does not seem to have been taken to heart by retailers.

Among the many letters received recently by **PRINTERS' INK** from prominent manufacturers who have commented favorably on the Mother Hubbard series is the following from the president of a company making a nationally known line of staple merchandise. He says:

"I feel that these articles in your publication state some real truths without any exaggeration, whatever, and without any malice toward any interest.

"There is no doubt in my mind that the distributors of the United States have gotten to a point where the restriction of stocks of merchandise owned by them has become an obsession, and in allowing this condition to be brought about it has brought with it exactly the situation which you describe, i. e., a restriction of the possibility of purchase which the consumer would be perfectly willing to make.

"So-called scientific buying has been carried to a point where it almost seems there is no further use for a skilled buyer with ample technical knowledge. The merchandise manager of a large store is the absolute czar of the institution,

and merchandising nowadays seems to be done entirely from the office and through the medium of a mass of statistics. The only function that seems to be left to the buyer is the purchase of price, or terms, or concessions, or allowances of some sort. Restricted buying has been carried now to a point where economy of distribution is actually defeated. The distributor in his endeavor to saddle the entire load onto the producer has necessarily brought about such a tremendous increase in the cost of doing business, that the final result is not a saving when one looks at the whole picture and includes all of the factors involved therein.

"Personally, I see no solution of the problem of breaking the present bottle neck until retail distributors are willing to assume some portion of the burden or overhead of distribution. I am sure that no thinking business man would advocate the return of the day when long-term forward buying was in vogue; but surely there is a middle ground which can better serve the interests of all concerned.

"It does not seem unreasonable to me that retailers should be willing to anticipate their needs on seasonal merchandising even, to say nothing of staple merchandise for a period of thirty days, and I am perfectly confident that if this situation could be brought about, a much healthier business atmosphere would prevail throughout the country and in all branches of business. We, and I am sure every other producer, have on file ample evidence that in many instances retailers are not willing to anticipate their requirements, even their defined and easily anticipated requirements, for a period of twenty-four hours. This can be evidenced by reference to our own files wherein we can find as many as nine distinct orders in one day from one house for one specific item of the same specification, size, type, color, etc.

"It is difficult in times of depressed business to argue successfully for a more liberal thought in the handling of business, but I feel sure there are some business

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## Here's My Idea of a Syllogism

**T**HIS is about the only time in my checkered career I've been able to put to definite use any of the highly touted logic that was crammed down my unwilling craw in the dear departed school days. And will I make the most of it? Harken to this straightforward reasoning and then carve me a niche between Plato and Aristotle. ◎ ◎ ◎ All newspapers printed not earlier than 6 p. m. are morning circulation according to A. B. C.—that's my major premise. All Examiners are printed after 6 p. m.—that's the minor premise. Therefore: The Examiner's better than 200,000 daily and 440,000 Sunday constitute the largest morning and Sunday A. B. C. circulation west of the Missouri—and that's what I call a very hot conclusion. ◎ ◎ ◎ Perhaps my feeble faculties err in this syllogism. Maybe I'm wrong in my figures. If you doubt me in any way, Diogenes, lift the lid of the latest statement and see for your doubting-Thomas self. ◎ ◎ ◎ If you have a product to sell in this market, tell the moderns about it in the paper they prefer—The Examiner, largest morning and Sunday circulation in this field by a large margin.

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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minds that might be affected by the logic of articles such as the Old Mother Hubbard series.

"It has been my personal observation that the restriction of flow of merchandise to the consumer obtains in more marked degree in the larger cities and in the larger institutions in those cities, than it does in the smaller outlets and in smaller cities."

If the thirty independent department stores of which Mr. Gault writes are all in smaller cities, then he, and the many executives and consumers who have discovered by painful personal observations how bare retail shelves are, are somewhat in agreement.

But manufacturers who sell department stores in big cities, salesmen and department stores themselves, have given ample testimony in the pages of PRINTERS' INK that picayune purchasing has led to sadly depleted stocks.—[Ed. PRINTERS' INK.]

### Condé Nast Publications Report Larger Earnings

Net income, after taxes, of The Condé Nast Publications, Inc. for the first six months of 1930, amounted to \$857,428, as compared with \$759,155 for the corresponding period of 1929, an increase of \$98,272. This represents an increase of 12.94 per cent over last year.

### J. T. Harmon, Jr., with J. Walter Thompson

John T. Harmon, Jr., for eight years with Doremus & Company as an account executive, has joined the staff of the downtown New York office of the J. Walter Thompson Company.

### B.V.D. Appoints Pedlar & Ryan

The B.V.D. Company, Inc., New York, underwear, has appointed Pedlar & Ryan, Inc., New York, as advertising counsel. This becomes effective September 1.

### W. S. Hays Heads Marine Institute

Warner S. Hays has been elected president and secretary of the Marine Institute. This is in addition to his other trade association activities.

### Appoints Menken Advertising

The Liberty National Bank & Trust Company, New York, has appointed Menken Advertising, Inc., of that city, as advertising counsel.

## California Group Acts on Newspaper Rates

A RESOLUTION passed by the California Newspaper Advertising Managers Association recommends the establishment of a basic rate, in accordance with the existing national or general rate structure, with discounts to local advertisers on a frequency or bulk basis. If the principle of the resolution is put into practice by publishers it would mean, in effect, that the open local rate and the national rate will be the same. The national advertising, of course, is subject to the usual advertising agency commission and cash discount, while the local advertising rate is net.

It is believed by members of the association that this action is a long step forward in clarifying the local-national rate situation and should react to the benefit of both retail and general, or local and national, advertisers. It will mean, according to the statement of one authority, that on the majority of national advertising campaigns, the advertiser will enjoy as low a rate, if not lower, as the retail advertiser, discounts and commissions considered.

The resolution was adopted at the first State-wide meeting of the association, both northern and southern branches attending the joint session. E. F. Elfstrom, *Alhambra Post-Advocate*, president of the Southern branch, and Fred W. Smith, *Hollister Free Lance*, president of the Northern branch, presided.

This action of the association is offered as a proposed solution to the present differential problem and passage of the resolution is a recommendation that California publishers give the plan their serious consideration and possible adoption as a basis of rate application on their respective newspapers.

### Appoints Fox & Mackenzie

The Midvale Company, Philadelphia, steel forgings and castings, has appointed Fox & Mackenzie, advertising agency of that city, to direct its advertising account.

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## Seven Homes Out of Every Ten in "Greater San Francisco"

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The U. S. Census Bureau now officially recognizes what here has long been known: San Francisco's buying power derives from a circle of territory nearly a hundred miles in diameter!

This broad, rich region, properly bearing the Federal label, "Greater San Francisco", is in major part the Sunday Examiner's market place.

In its homes live more than 1,500,000 persons.

And into 69% of all these homes—into 19 out of every 20 within the city limits of San Francisco—goes the Examiner every Sunday. Here is coverage of spectacular thoroughness, and a sales opportunity teeming with potential profit to advertisers.

## San Francisco EXAMINER

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# Baltimore Department Store Sales Up





## MORE FACTS about business in Baltimore.

For the first five months of 1930, compared with the same period of last year, Baltimore department stores show a gain of 4.5 per cent. in sales. The increase for May is 6.9 per cent.

Of 19 cities reporting on total department store sales for the period January-June, 1930, Baltimore is the only one showing an increase.

Yes, Baltimore is enjoying above-average business activity. Baltimore is growing. And The Sunpapers are growing with Baltimore. Here are the latest circulation figures:

**THE SUNPAPERS in June**  
**Daily (M & E) 302,725**  
**8,289 Gain over June, 1929**

**THE**  
**MORNING**

  
**EVENING**

**SUN**  
**SUNDAY**

JOHN B. WOODWARD, INC.  
 Bovey Bank Bldg. 110 E. 42nd  
 St., New York.

C. GEORGE KROGNES  
 First National Bank Bldg.  
 San Francisco

GUY S. OSBORN, INC.  
 300 Michigan Ave., Chicago  
 JOSEPH R. SCOLARO  
 General Motors Bldg., Detroit  
 A. D. GRANT  
 Constitution Bldg., Atlanta, Ga.

# Reaching the Architect with Art

A Campaign of Industrial Advertising That Touches the Consultant on His Artistic Side

THE architect is a busy man. No man is more deeply immersed in his work. No man—and to this quality of his we are indebted for the beauty and utility and comfort of our buildings and homes—takes his work more seriously, or feels more sincerely that his is a high-minded calling that demands his best. No man is less friendly to influences that would distract him, even momentarily, from the pursuit of that calling.

As a prospect for an industrial product that goes into buildings, the architect is a difficult man to whom to send a salesman—unless the salesman's call concerns a specific building job with which the architect is engaged. He is too busy, usually, to receive a salesman who is merely making a good-will call. Rather rarely can a salesman take him out to lunch.

In addition, the architect, scientifically and aesthetically trained, is high above the mass average in intelligence. He is keen-minded and critical. As many an industrial advertiser has discovered, the architect is likely to react, with surprisingly articulate disapproval, to advertising efforts that are not designed, carefully and sympathetically, for his favorable and friendly reception. Although he is engaged in business, the architect is an artist.

In his work with the architect, the industrial advertiser's task is to get his product into the specifications. For the roof, Jones, the manufacturer of the Jones' Three-Star line, undertakes to induce the

architect to specify Jones' Three-Star roofing, or, falling short of what the building industry calls "flat" specification, to induce the architect to specify Jones' Three-Star "or equal."

Consider valves. On his own, the architect is no valve buyer. Perhaps not oftener than a few times a year does he even think about valves. For a valve manufacturer to send salesmen to call on all architects regularly would be to seine a few sales—in those instances in which sales would be impending—and beyond that achievement to pile up an excessive sales cost, and to impose a cost, in terms of time, upon the architects themselves.

Yet, on the occasions when his thoughts do turn to valves, the architect is thinking about what grades and kinds to specify for a specific building. Obviously, the valve manufacturer must keep the architect sold, must keep him friendly, must keep him convinced of the qualities and characteristics



*"Continual Gauging to Maintain Interchangeability, and Tightness of Jenkins Valves"*

# Art

consultant

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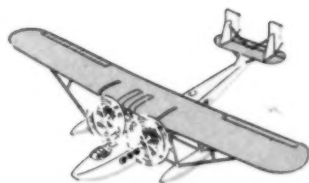
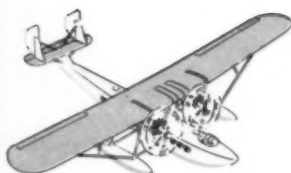
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# DILL & COLLINS Paper plays its part in selling TRAVEL VIA AIR



*The Following Pages Demonstrate the  
Correct Use of the Allied Printing Arts  
as an Aid to Selling*

No. 6 of a series  
© 1930

Dill & Collins Co.  
Phila., Pa.





The use of the Dill & Collins English Finish paper—De & Se Tints—adds to the atmosphere and effectiveness of the story of the NYRBA Air Lines, advertising their mail and passenger express service between North and South America.

De & Se Tints are practical, moderate priced and suited to high-speed printing of 120 line screen halftones or Ben Day plates. Naturally, the use of one of these tints automatically adds another color to the finished job.

Made in a variety of distinctive tints, expressive of any "mood" or product. Envelopes to match are carried in stock and form an ensemble sure to gain attention.



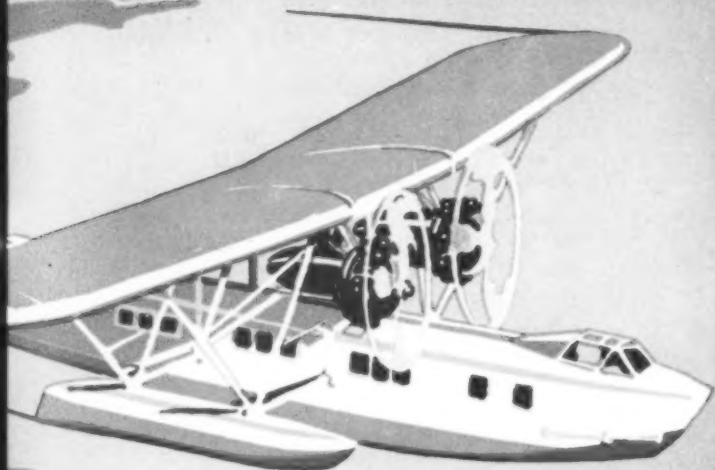
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## CORRESPONDENCIA

4-color zinc and Ben Day plates in the NYRBA folder  
prepared by Leslie R. Shope, Advertising, N. Y. Printed  
by Birge, Grandbois & Company, Inc., N. Y.



## Use a Paper of the DILL & COLLINS Line

**when planning your direct mail,**

whether in the form of broadsides, booklets, catalogs or folders.

Both large and small users of printed matter know that the DILL & COLLINS Line assures:

- A choice of finishes, colors and weights
- Uniform high quality
- Prestige to your message
- Economy . . . by increasing the attention value and pulling power of your advertising.

WRITE US TODAY, addressing Dept. F, about any printing you may be planning. We will gladly send you working samples and demonstration sheets.



## DILL & COLLINS PAPERS

**that are listed below, are grouped according to finish and quality**

### **High Finish Coated:**

- Old Ivory (Ivory)
- Black and White (White)
- Multykolor (Coated one side — White)
- Multykolor Letter (White — coated one side — for 4-page letters)

### **Dull Finish Coated:**

- Superb Dull Coated (White, Cream, Gray)
- Dulbrite (White and Ivory)

### **Folding Coated:**

- Dilfold Enamel (White)

### **English Finish:**

- De and Se Tints (8 colors)
- Flat White (High White)

### **Book Papers:**

- D. & C. Torchon (White, for water color printing — and Tints)
- Canterbury Laid — Antique Finish (White and Tints)
- Canterbury Wave — Antique Finish (White and India)
- Suede Laid — Egg Shell Finish (White and Tints)
- Suede Finish Wave — Egg Shell Finish (White and India)

### **Cover Stocks:**

- Duchess Cover — Ripple and Antique Finish (White and Tints)

## DILL & COLLINS CO.

*Master Makers of Printing Papers*

**STA. E., PHILADELPHIA, PA.**

July 31, 19

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of the manufacturer's valves.

For a considerable period of years, the firm of Jenkins Bros., which makes valves, has maintained a special contact—in addition to and aside from special publication advertising—with the architects and consulting engineers.

Architects throughout the United States have become accustomed to receiving something from Jenkins Bros. at regular intervals by mail. Always, the subject matter has been something that lies within the architect's specialized interest.

Always, too, the purpose has been three-fold: To pass on to the architect information that will be interesting and useful to him; to present the matter in such a way that it will invite his aesthetic respect; and to say something, in the way of selling, on behalf of Jenkins valves.

Last year, for example, the company sent the architects a series of brochures on building and buildings. The text matter delved rather deeply into the history of building enterprise.

It sub-divided its attention among special kinds of buildings, as, for example, schools, hotels, hospitals. Not too obtrusively, and yet not too shrinkingly, it discussed the applications of Jenkins valves.

This year, the subject is valve manufacture, presented pictorially and in a style of artwork that, for valves, is highly distinctive. The architect and his professional colleague, the consulting engineer, are



*"Electric Furnaces Assure Control in Melting Jenkins Valve Bronze"*



*"Pouring at Correct Temperatures Promotes Sound Castings for Jenkins Valves"*

being shown and told, from month to month, how Jenkins valves are made.

The mailing campaign consists of six pieces, each an etching, reproduced by the aquatint process, of a manufacturing operation. Each is accompanied by a detachable caption, explaining how and wherein and why.

The etchings are the work of Donald Douglass; and their creation, incidentally, involved interesting circumstances. Douglass visited the Jenkins plant and made sketches. Then he sailed for Europe and, in Munich, with the guidance of detailed photographs that the company sent to him, etched his pictures on copper.

With the first of the six pictures went an announcement, reading:

ANNOUNCING a series of six aquatint etchings depicting the manufacture of Jenkins Valves.

Making a Jenkins Valve requires care, control, inspection, test, skill and experience. To illustrate how each contributes to good craftsmanship, and so to good valve performance, Jenkins Bros. is sending to architects and engineers a series of aquatint etchings depicting the manufacture of Jenkins Valves. The accompanying etching is No. 1 of this series. These are renditions of the artist, Donald Douglass, and comprise the following six subjects:

1. Testing strength of valve metals in the laboratory.
2. Pouring molten bronze from electric furnaces.
3. Foundry casting at correct temperatures.
4. Machining to close tolerances.
5. Controlling manufacture by continual gauging.
6. Maintaining standards by rigid tests.

If it is desired that these etchings be directed to a different address, instructions to that effect before the second etching is ready for mailing would be appreciated. Jenkins Bros., 80 White Street, N. Y., Boston, Philadelphia, Chicago. Jenkins Bros., Ltd., Montreal, London.

In effect, the six captions, attached by paper clips to the six etchings, describe the whole range of manufacture. Thus, No. 1 of the series starts with the raw materials:

The ability of valves to resist the strains of varying pressures and temperatures, expansion, contraction, weight of piping, and settling is best indicated by the tensile, compressing and cross-breaking strength of the valve metals. The screw-gear

testing machine illustrated is relied on by Jenkins engineers for measuring this strength. Installed in the Test Laboratory at the Jenkins factory, it is one of a number of machines of high scientific accuracy and incredible delicacy that are employed to maintain the quality of valve metals in accord with Jenkins standards. Jenkins Bros. demand much of metals because architects and engineers expect much of Jenkins Valves.

Throughout, the caption-style copy tells a technical story—the sort of story that will contribute technical information to the architect's store of specialized knowledge—and tells the story interestingly. Copy and illustration closely harmonize. And besides, throughout the series, the copy conveys selling points, one after another, in logical sequence.

Rather often, an artistic job of advertising is made so artistic that it ceases to advertise. It has been the Jenkins aim not to overlook the advertising purpose. The detachable captions tell a selling story; but the captions are detachable. Across the bottom of each picture, however, runs a single line of modest type. It serves to explain the picture in brief fashion; and it serves, also, to carry and preserve the Jenkins name.

Very likely, some architects will have the etchings framed.

"Perhaps, indeed, they will," said the Jenkins company's vice-president and director of sales, James R. White. "The pictures are adapted to that purpose. But whether they are destined to adorn the architects' walls or not, we know that they will create a favorable impression. For already architects and engineers are writing to us to say that they don't want to miss any of the mailings in the series.

"For the first time in our industry, I believe, we have put art into manufacturing—that is, we have made manufacturing processes artistic.

"We believe that the etchings will serve the purpose of good-will calls. Certainly, they will carry our name and the story of our products, in a manner that can scarcely offend but rather is likely to create a favorable impression, into the offices of a far larger

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## "None of a business manager's business"

by Col. Guy T. Viskniskki

Business Manager of the New York American

There are certain things which are decidedly my business. But trying to run the editorial department is not one of them. Even if it were, I'd keep the paper the way it is today. If I didn't, I'd lose a lot of the most valuable readers in New York—modern New Yorkers who know that the American alone will make them feel the tempo of their city. Business and financial men who readily admit that the American's financial pages are unexcelled. Intelligent housewives and mothers who look to the American's women's pages for guidance in the spending of their household dollars. My job is seeing that these loyal American readers get their newspapers when they want them—buying enough pulp paper, ink, type, engravings and about a thousand other materials necessary to manufacture more than a quarter of a million copies daily and more than a million on Sunday! That's business enough for this business manager.

THE

# NEW YORK AMERICAN

**PUT YOUR MESSAGE BEFORE THE MODERNS**

number of men than we could reach with personal calls—and do that job for us every month.”

Meanwhile, the etchings are appearing in Jenkins advertising in publications that go to architects and to the manufacturers of apparatus. In these media, the pictures are accompanied by specialized copy.

### Dunham-Lesan Reorganizes with Younggreen as President

Charles C. Younggreen, whose resignation as vice-president and general manager of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, was reported in *PRINTERS' INK* of last week, has become president of the Dunham-Younggreen-Lesan Company, Inc., Chicago advertising agency, successor to the Dunham-Lesan Company.

He also has been elected a vice-president of the H. E. Lesan Advertising Agency, Inc., New York.

John H. Dunham, president of Dunham-Lesan, becomes chairman of the board of the reorganized company, in the place of H. E. Lesan who remains as a director. The Lesan Companies retain a stock interest in the new organization.

H. R. Van Gunten is executive vice-president of Dunham-Lesan-Younggreen; F. F. Wagner, vice-president, and J. H. Eydeler, secretary-treasurer.

Mr. Younggreen has disposed of his stock ownership in Klau-Van Pietersom-Dunlap-Younggreen with which he was associated for seven years. He was, at one time, advertising manager of the former J. I. Case Flow Works Company, Racine, Wis.

### S. C. Warden, Advertising Director, "Rotarian"

Sidney C. Warden, for the last five years with the sales staff of the *PRINTERS' INK* Publications at Chicago, has joined the *Rotarian*, of that city, as advertising director. He had previously been with the Chicago office of the Meredith Publishing Company and, prior to that, was with Critchfield & Company, Chicago advertising agency.

### Transferred by "The Golden Book Magazine"

Arthur C. Hohmann, formerly with *The Review of Reviews* and *The Golden Book Magazine*, in the New York territory, has been transferred to the Chicago office where he will be Western representative of *The Golden Book Magazine*.

### Fred Victor Advanced by Millsco

Fred Victor, formerly production manager of the Millsco Agency, Inc., New York advertising agency, has been promoted to director of publicity.

### H. P. Ruggles Joins Columbia Broadcasting System

Howard P. Ruggles, for the last sixteen years president of Ruggles & Brainard, Inc., New York, has become associated with the Columbia Broadcasting System, of that city. He will be identified with the selling activities of Columbia, devoting his time to major contacts with advertisers and advertising agencies.

Since 1915 Mr. Ruggles has been engaged in the sale of color advertising in magazines. He is a pioneer in the development of the use of color advertising and conceived the idea of producing and selling pages for a group of magazines. His firm of Ruggles & Brainard for years concentrated its energies on the former Quality Group which included *Harpers Magazine*, *Century*, *Scribner's Magazine*, *Atlantic Monthly*, *World's Work*, *The Golden Book*, and *Review of Reviews*.

### Transamerica Corporation Elects Kerman

Fred R. Kerman, vice-president in charge of advertising for the Bank of Italy, San Francisco, has also been elected a vice-president of the Transamerica Corporation, parent holding organization for the Bank of Italy and affiliated financial institutions.

Peter Michelson has been appointed advertising manager of the Bank of Italy.

### Independence Shares with Guenther-Law

The Independence Shares Corporation, Philadelphia, has appointed the office at that city of Rudolph Guenther-Russell Law, Inc., advertising agency, to direct the advertising of Independence Trust Shares, an investment trust. Newspapers and general and financial magazines will be used.

### Carlova Account to Frazee Agency

Carlova, Inc., New York, Binghamton and Memphis, manufacturer of cosmetics, has appointed Harold D. Frazee & Company, Inc., New York advertising agency, to direct its advertising account. Radio and magazine advertising will be used.

### A. W. Cruse Appointed by Postal Telegraph

A. W. Cruse, formerly with the International Telephone and Telegraph Company, has been appointed general sales supervisor of the Postal Telegraph-Cable Company, which is affiliated with the International Telephone company.

### Bridgeport "Herald" Appoints

The Bridgeport, Conn., *Herald*, has appointed the Devine-Tenney Corporation, publishers' representative, as its national advertising representative, effective September 1.



# The Largest Market On Pacific Coast —

*and its great home-owned newspaper*

The Los Angeles retail market—or that area connected by trolley lines with Los Angeles' downtown business district—embraces 2000 square miles, takes in a portion of four counties, and contains, according to the 1930 census, in excess of 2,500,000 inhabitants. It has vast oil deposits, over 5000 manufacturing establishments, the gigantic motion-picture industry, tens of thousands of prosperous fruit-orchards, the second largest fish-packing industry in the country, and an ocean-borne commerce which exceeds that of any American port except New York. Approximately a million and a quarter of its people live inside the city limits of Los Angeles. Almost exactly the same number live in the densely-populated suburbs, neighboring cities and intensively-developed countryside.

The Los Angeles Times' commanding place among Los Angeles newspapers is due in part to the fact that it serves impartially this entire market. The Times has the largest morning circulation in the city proper. It likewise has the largest morning circulation in the market outside the city. Everywhere throughout this great empire The Times is delivered to homes by carrier, and this circulation is rendered doubly effective by the care and confidence with which The Times is read.

## Los Angeles Times

*Eastern Representative: Williams, Lawrence & Cresmer Co., 300 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: H. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.*



## “En Route” Papers vs.

SOME PAPERS, by their very make-up and style, are destined to be read mostly on trains . . . in offices . . . at odd moments. Adequate news sheets as far as they go . . . pleasant to scan in a hurry . . . but they don't sell much merchandise!

Other papers—relatively few in number—are edited primarily for home consumption. They require more serious attention, at times when readers are at leisure, free from interruption, in a receptive mood. Such papers may be regarded practically as buying guides in the home.

Nothing new in all this, of course. Advertisers have known these facts for years. The only question is—*how to determine which is the real home paper of any community that interests you?*

IN SOME CITIES a satisfactory answer can be obtained through analysis of daily circulations. Not so in Boston. With commuters carrying papers away from the sales point morning and evening—with two combination morning and evening papers in the field—it is impossible to identify the leading home paper from *daily* circulation figures.

The only day to judge home newspaper strength in Boston is Sunday, the day when papers go home.



## the Boston Globe . . a "Home" Paper seven days a week

In the Boston Trading Area, one of the leading daily papers loses 18% of its circulation on Sunday. Another loses 58% "En route" circulation that drops off the day when people read at home!

The Boston Globe tells a different story. It has the same circulation on Sunday in the Trading Area as on the other six days. It proves itself a home paper week days by holding its readers on Sunday.

Significant that Boston's great department stores, which live on home appeal, find it profitable to use more space in the Globe, daily as well as Sunday, than in any other Boston newspaper!

★ ★ ★

A COMPLETE ANALYSIS of the newspaper situation in America's fourth richest trading area is contained in the booklet, "Reaching Buying Power in the Boston Market." Write to the Boston Globe for a free copy.

# You Don't Have To Approach .... Seattle's Market Blindfold

**T**HROUGH the recent intensive Knight Market Study of Seattle, you know exactly the people you reach. Now . . . no blindfold messages. With actual facts gathered by *personal testimony* from the women heads of Seattle homes, you can build up a complete picture of your Seattle market, *in advance*. \* \* \* In the same uncolored questioning, the *Post-Intelligencer alone* proved up 75% effective in *family groups* . . . in Seattle, an average of 3,312 consumers in each. The balance of the Post-Intelligencer's circulation goes to unattached business men and women, and transients . . . always *an important segment of the purchasing element*.

Half a million vital facts on the Seattle Market are at your service through these  
Post-Intelligencer representatives:

W. W. Chew, 285 Madison Ave., New York City.  
I. D. Galbraith, 613 Hearst Bldg., Chicago.

A. R. Bartlett, 8-129 General Motors Bldg., Detroit  
Marion P. Labue, 425 Hearst Bldg., San Francisco

# SEATTLE POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!

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**A MILLION MODERNS IN THIS MARKET**

[illegible]

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which carries the name plate reproduced in very large size, bottom position, thus combining the two purposes in one. This is an excellent plan provided the device is attractive and artistically designed.

4. The composition built up, step by step, to carry the eye, with action, to the bottom of the advertisement. This, indeed, is the most popular of the modern procedures in featuring name plates, and some most ingenious and effective ideas have been arrived at by expert visualizers.

5. A rather modest name plate, much smaller than is generally used, placed in such a strategic position in the layout that composition alone gives it prominence.

6. Hand-lettering of signature along pictorial lines, in order to make individuality of style the chief display asset.

7. The main illustration put together in such a manner and so conceived, as to contour, that it sweeps the eye in the direction of the signature, wherever it may be in the layout. Timken Roller Bearings signatures in a two-color magazine page campaign are not larger than three inches in width, but you see them first, for the very good reason that the compositions have been studied out to produce this result.

8. The judicious use of white space, in order to isolate the name plate from too much conflicting type and illustration.

9. The type mortise designed with the single thought in mind of leading the eye to the signature. And all pictorial matter yielding to this composition trend, that even inanimate objects may contribute their part to featuring the name of the maker above all else.

10. Name plates set at angles or otherwise put in motion, whereas

the remainder of the composition may be definitely conventional—with a reason.

Contrary to what most advertisers are likely to assume, the largest lettering or strongest type set-up of a signature may by no means supply the greatest visual punch. In numerous displays, a

*Wedding Bells* *have a Silvery Tone!*

SILVERWARE by Alvin is made for brides! Because brides are forever young. So modern-minded in their choice of things a home requires... to accurate appreciation of gifts well chosen to enthusiastic about this gay and growing fashion of "entertainment" at home! And now again, as for long-odd years past, Silverware by Alvin is one of the bride's great expectations. For you and the brides of tomorrow here is... SILVER... most modern of all the patterns created by Alvin craftsmen in the latest quality of silverplate. And another, already famous, which is called LUXURIANCE! Guaranteed without loss of years, made with a new and beautiful finish, rich lustrous, neither as dazzling and just as charming when guests are down to dine!

*Alvinware presents an interesting story of how that's why we, as Alvinware, are becoming a new little town, "The Central Court in Our House" by Grace Hopper. It's full of smart and expert work suggestions, delicious recipes and more beautiful kitchen help available everywhere. It's gay and clever... the dining room for the bride who has her mind on the gay new equipment in the house of more women. And you can get a copy for 30 cents in any store where Silverware by Alvin is sold... as for real silver to use in this special case (Silver or gold). Write to The Alvin Corporation, Cincinnati, Ohio 7-4. Residents, Double Value!*

**ALVIN**  
STERLING and the finest quality of SILVERPLATE

The Entire Layout of This Advertisement Guides the Eye Swiftly to the Name Plate

three or four-inch wide name plate is more compelling than a jumbo-sized slug.

Where the signature is placed, how it is designed, its relation to other elements in the composition and the character and originality of the lettering proper are all deciding factors, and those who lay out campaigns today seldom depend upon sheer weight to supply attention-compelling power.

In magazine pages, the script lettering name plate for Duesenberg Motor Cars is an inch and one half in width, and is in competition with large halftone illustrations from photographs and headlines and other display mate-

### MOTOR CAR OWNERSHIP

All Families...55.1%  
News Families 62.0%



### SAVINGS



**SAVINGS ACCOUNTS**  
All Families...60.2%  
News Families...69.2%

### CHARGE ACCOUNTS

All Families...37.8%  
News Families 47.3%



## NEWS'

### Families Have the Money

Emerson B. Knight, Inc., in their study of Greater Cleve-

land prove that News families are far above average in purchasing power. Media Records prove that retailers recognize The News' greater-than-average responsiveness in the

way they apportion their advertising. But both re-

tailers and readers recognize Cleveland as a two-paper, evening paper market. Check up on how merchants buy space—how readers buy papers.

## THE CLEVELAND NEWS

GEO. A. McDEVITT CO., National Representatives







## PHOENIX AND ARIZONA FAMILIES ARE LIVE PROSPECTS FOR MODERN PRODUCTS

**A**RIZONA and Phoenix families are moderns—no different from the families in any Metropolitan center, and their standards of living stamp them as desirable prospects for modern products.

Of the Phoenix city families, 92.72% live in homes wired for electricity; 65.93% own automobiles.

Of the Phoenix trade area families, 69.21% live in homes wired for electricity; 62.84% own automobiles.

The Arizona Republican reaches in the home 90.25% of the Class A newspaper-reading families—families of highest buying power; 88.25% of the Class B newspaper-reading families, families of medium buying power; and 85.19% of the Class C families, families of lowest buying power.

To profitably sell the Phoenix market—city and trade area—concentrate in The Arizona Republican.

## »THE« ARIZONA REPUBLICAN P H O E N I X

Williams, Lawrence &  
Cresmer Co.

New York... 985 Madison Ave.  
Chicago... 360 N. Michigan Ave.

**KOTAR**  
INCREASINGLY  
IMPORTANT IN  
ARIZONA

M. C. Mogensen & Co., Inc.

San Francisco... 564 Market St.  
Los Angeles... 433 S. Spring St.  
Seattle... 603 Stewart St.  
Portland... 69 Broadway



You'd never think it was an "off year" to look at number 1 tee at any golf club on Saturday or Sunday.

It's never an off year for families who have free-spending habits.



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And it costs no more  
to reach 1,600,000  
free-spending families  
than 1,600,000 who  
have tightened up this  
year—

by using Cosmo.

says, "but we can't change *that*. It has become a tradition. We can, however, modernize our magazine campaign displays and bring them up to the minute."

This is the beginning of a license which is not "good advertising." The name of an article, wherever it is presented to the public, should be uniform as to design and character.

The name stamped upon a piece of silverware, for example, should be used, exactly "as is," on a container, on window displays, on posters, in booklets, and throughout newspaper and magazine campaigns. Then it is only fair to say that the public actually does come to identify lettering style with the product and to "remember" it, much as a trade-mark or any advertising symbol, is, in time, a fixture.

How important it is, then, to arrive at a graceful name plate, filled with the spirit of the product and the atmosphere of the business, and handled in a manner which guards against monotony. Some signatures never seem to become "an old story"; others weary the eye, when repeated, year after year.

And after numerous controversies, back and forth, it seems to be now definitely settled that if an advertisement is signed at all, it should be signed in such a distinctive way that an impression is left at the close of the campaign.

The "blind" advertisement, making it necessary for the reader to search through small type to discover who is sponsoring the advertisement, was less than satisfactory in the old days, and is less so now. The first thing people wish to know is: "Who manufactures this article?"

And properly to display and feature the name plate follows with equal force. Do not display a sig-

nature too commercially and do not permit it to overshadow the artistic phases of a campaign, but feature it to the extent of attracting every reader's eye, unmistakably.

This is particularly well done in the Camel advertisement reproduced on this page. The package, which in this instance acts as the name plate, is the first



*The Product Itself Often Can Be Used as a Name Plate—Many Advertisers Follow This Idea*

### *'Vantage In*

Swift and breathless, these final moments of thrilling play. Too swift and breathless to last. But there's an after-thrill that's even better: The quiet satisfaction of a good cigarette... so fragrant and rich, so mild, so incomparably mellow that it could only be a Camel... And that's your advantage, too.



© 1930 A. S. Posner, New York, N.Y.

thing the reader sees. Yet it does not detract from the rest of the display. It is very much a part of the composition—it has been blended with the other parts.

Camel advertising is prepared—as is most of the good advertising that appears in periodicals—in such a manner as to make the name plate conspicuous but not obtrusive.

### **G. A. Rosette with Paul Mathewson Agency**

George A. Rosette has joined Paul Mathewson, Inc., New York advertising agency, where he will direct copy, plans and merchandising. He previously had been with Rudolph Guenther-Russell Law, Inc., for a year and a half. Mr. Rosette also at one time conducted his own advertising business at Baltimore.

7, 1930

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**—and what will be  
in Holiday?**



## Features planned for early issues of holiday

### **The Fine Art of Adventuring**

Make your travels the realization  
of your "dream of the different"

By SIDNEY DRAKE

### **Autumn Week-ending**

Wherein we recommend ten practical  
Saturday-to-Monday holidays

By GEOFFREY KENT

### **Caravans and Cathedrals**

Roaming the byways of England's  
countryside

By SINCLAIR LEWIS

### **Wheels under America**

In this age of automobiles the voice  
of the Go-Placer is heard in the land

By SEWELL FORD

### **So You Want to Visit New York**

\$250—and a two weeks' holiday in  
the Big City for two

By EVANS WRIGHT

## To Plan, to See, and to Remember

**T**he test of a good reporter is to ask those questions which bring out the right answers. And the test of a useful magazine is exactly the same. In Holiday for example the question will be—Where do we go? How do we get there? What will we see? What will we do?

Holiday will not only give its readers routes, costs and all the practical details; but will go into those intangible elements which confront the traveller with every new turn of the road. It is for the neophyte as well as the initiated.

And yet there will be no guide-book about Holiday. The mood, sirs, is that of gaiety. For here is the magazine of good times; and because good times happen, they

er  
thric—in anticipation, realization and remembrance—there is a triple pleasure in store for its readers. They will turn to Holiday for brass-backs data ere their departure; they will hail it as a comrade on the journey; and when home is reached again, they will welcome the recollections which its pages will  
a good evoke.

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## **Word Snapshots of a Vagabond**

Pen and ink highlights from the crowded files of recollection

By RUSSELL CROUSE

• •

## **How to Pack a Suit-case**

An essential part of the technique of comfortable traveling

By FLORENCE GAMBECK

• •

## **Off to the County Fair**

Once a year I go all out for a downright good time

By ELLIS PARKER BUTLER

• •

## **Tipping Over— or Under**

Charity begins at home when you're traveling in the United States

By EDWIN CONGER

• •

## **Taking the Lug out of Luggage**

The real start of any trip lies in determining what to take

By WAINWRIGHT EVANS

• •

## **Your Winter Holiday— Where?**

Don't let another year pass by without a real winter vacation

By MARCIA CLARK

• •

## **Our Night-clubs Put to Sea**

And do their best to make you forget you've ever left port

By STEWART BEACH

### **Let's Climb a Mountain**

There's more to watch in the process than just your step

By MORRIS MARKEY

• •

### **A Bayou Holiday in Louisiana**

Cruising through Southern swamps in a motor boat

By ALVIN F. HARLOW

• •

### **Back-seat Flying**

The trials and tribulations of a supercargo on a cross-country hop

By MARGARET PRATT ALLEN

• •

### **Two men, Two Moose, Two Weeks—\$200**

Big game hunting is not necessarily a rich man's sport

By EDGAR T. WOLFE

• •

### **How to Pack a Trunk**

Stowing the modern wardrobe has become a modern science

• •

### **A-wing to the Hunting Grounds**

The airplane rolls back the horizon of your game country

By BRUCE GOULD

• •

### **In Praise of the Brook Trout**

There may be bigger fish, but they cannot make better fishing

By STEPHEN LEACOCK

• •

*Richly illustrated in photograph and drawing throughout—and more than forty other features are already in hand*

heels. No detours into the usual travelogue ("The natives of Atawawa in their Weird Dances") will be permitted by the editorial traffic police of Holiday. The articles, short, crisp, pithy will go by direct route to their goals. It's the sheer fun of the thing that will have the right of way.

The advertiser who sets his cap for the favor of the great American public in quest of good times will find in Holiday precisely the medium he has been seeking.

## **HOLIDAY**

*Published by the American Automobile Association, founded 1902; with more than 1000 affiliated motor clubs in the United States, Canada and Europe.*

National Headquarters:  
Washington, D. C.

Publishing Office:  
Chrysler Building, New York City

C. W. FULLER, Advertising Manager  
Chrysler Building, New York

Western Advertising Manager  
ARCHER A. KING, Inc.  
180 North Michigan Avenue, Chicago

Southern Office  
BLANCHARD-NICHOLS-COLEMAN  
Grant Building, Atlanta, Georgia

New England Office  
SWEENEY & McDONALD  
77 Summer Street, Boston

Pacific Coast Offices  
SIMPSON-REILLY

Russ Building, San Francisco, Calif.  
201 Union Oil Building, Los Angeles, Calif.

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is made out. These reports are then sent to the salesman in time to reach him before he starts on his trip.

After covering all of the cities and towns listed on the reports, the salesman inserts in the item columns opposite "This Trip" the total amount in dollars of each product he sold to each customer and returns the report to us with any comments, written on separate sheets, that he considers it advisable to make.

These reports are extremely helpful for a variety of reasons. One reason is that they enable the sales manager to determine *before a salesman makes a trip* how each customer is progressing with the line.

If, for example, the A Company bought \$500 of hair pins last year whereas, according to the report, they bought only \$103 up to June 1 of this year, it is patent that their sales of this item are decreasing. The sales manager writes the salesman a note, attaching it to the report, instructing him to find out definitely what is responsible for the decrease. He may also write a brief, friendly letter to the buyer to pave the way for the salesman.

A report may reveal that a certain firm is buying only a few of the De Long products. The sales manager will suggest to the salesman, in a brief memorandum, that he make a real effort to persuade the buyer to take on at least some of the other products—that he show his samples, emphasize the profit possibilities in the items the buyer is not handling, etc. Then he will write a letter to the buyer pointing out how profitable it would be for him to concentrate on the whole line, timing his letter to arrive ahead of the salesman. And so on.

A report of this character, though simple, is complete and comprehensive. It not only helps the home office to help the salesmen, but it keeps each man continually on his toes for it gives him an accurate picture of each customer's account. The salesman, eager to beat his last year's record, studies the report for each customer thoroughly before he calls

on the buyer and thus is amply prepared to talk intelligently about the condition of the account. Besides, knowing that his chief studies his reports carefully, the salesman is determined to make as good a showing as possible.

### Your Guess Is Right, as Groucho Decides in This Issue

FLUSHING, N. Y., JULY 25, 1930.

Groucho, c/o PRINTERS' INK:

Dear Mr. Groucho:

Simply because of your supreme sense of loyalty to your present "Boss" and "Gent. Treas." and a beautiful inferiority complex, it is my guess that you won't take the job you refer to in PRINTERS' INK of July 24.

Your own writings are a finer recommendation of yourself than anything even your "Boss" could write.

All the readers of PRINTERS' INK will think the same as your "Boss" (I don't like him for some reason) if you don't "take it."

I think you should be conscripted for your own good.

WILLIAM ROBBINS.

P. S. I think a change may be just the thing that would change you from Groucho to Cheerio.

### C. L. Rumrill, Vice-President, Hutchins Agency

Charles L. Rumrill, an account executive with the Hutchins Advertising Company, Inc., Rochester, N. Y., has been elected vice-president of that agency. Before joining the Hutchins agency he was with Lyddon, Hanford & Kimball, Inc., advertising agency, also of that city.

### Heads New Engraving Process Business

Sidney C. Wilson, formerly president of the Parazin Plate Company, Rochester, N. Y., has organized the Econo Engraving Company, Inc., at that city, to promote the sale of Econo plates, rubber printing plates for water color work.

### Ralph Brown Opens Own Studio

Ralph Brown, formerly with the Loane-Brown Art Service, Philadelphia, has opened a studio under his own name at that city, with headquarters in the Lewis Tower, 15th and Locust Streets.

### C. F. Rudmann with Harshaw Chemical Company

C. F. Rudmann, formerly with the technical sales department of the National Carbon Company, Cleveland, has become advertising director of the Harshaw Chemical Company, of that city.



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# Something has happened in Pittsburgh

The Sunday Sun-Telegraph surpasses its competitor by more than **75,000** circulation. According to Media Records, The Sunday Sun-Telegraph published nearly five thousand *more* lines of department store advertising during June than did its Sunday competitor. In department store advertising during June, both daily and Sunday, The Sun-Telegraph *gained* **50,939** lines; the other evening paper lost **23,334** lines; the morning paper lost **9,157** lines. In total local display advertising, during June, The Sun-Telegraph *gained* **106,886** lines; the other evening paper lost **39,743** lines; the morning paper lost **40,145** lines.

Linage figures compiled by Media Records and exclude linage published in "stuffer sections" distributed with other Sunday paper.

## THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

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# Wholesaler Writes 2,000 Advertisements for Retailers

Rapidly Growing Information Files Prove Helpful to Rice-Stix—  
Variety of Services Rendered

By Sidney Carter

Manager, Merchants' Service Bureau, Rice-Stix (Manufacturing Wholesalers)

**"CO-OPERATION** in every phase of retailing" is a comparatively new principle to be undertaken by a distributor in no definite way allied to the retailers.

When a new principle is undertaken, merchandisers are, as a rule, anxious to know whether it has been found profitable.

The Rice-Stix Merchants' Service Bureau was inaugurated early in 1927.

Building up gradually over a period of several years, new people were added to the staff, which now numbers eight men and women trained in advertising, selling, fashion and other phases of retailing.

These people have added to their knowledge and developed their abilities at a rapid rate, through access to the very complete files of information which we are constantly building up and through contact with thousands of merchants who have visited the Bureau.

The Merchants' Service Bulletin, a sixteen-page monthly magazine, page size eight and one-half by eleven, now reaches 6,500 merchants, all of whom are on the list by their own request or as a result of expressing to our salesmen a desire to receive the publication.

This publication, which in a sense might be regarded as a house organ, does not mention Rice-Stix, except in the running heads.

Every line in it is devoted to helping the merchant with definite retail problems. It does not seek to assume the function of a trade paper, but passes on to the merchant, in greatly condensed form, ideas gleaned from many sources, including trade papers.

The Bulletin has been widely quoted. Much of the material contained in it is inspired directly by

contacts with retailers in which a problem and a possible solution suggest themselves.

A great bulwark of strength in the department is the information file referred to above. We subscribe for ten of the leading "idea services" and twenty-five of the leading trade publications dealing with the problems of merchants in the fields we serve. We secure and study carefully the best books on retail merchandising, advertising, personnel training, and other related subjects.

Last year we prepared and offered to merchants the Rice-Stix Library for Retailers. There are eight volumes in this library. They are well printed on good paper, standard size five and one-half by eight and one-half. The covers are of excellent quality cover paper, the books having much the appearance of books which are sold in a regular way, except that they are limited in size, twenty to one hundred pages. The titles are:

- 1—The Tools of Retail Advertising.
- 2—Fashion's Place in Merchandising.
- 3—The Handbook of Modern Retailing.
- 4—Principles of Modern Retail Advertising.
- 5—An Approach to Merchandise Control.
- 6—The Selling Force in Retailing.
- 7—What About Store-Wide Sales?
- 8—The Copy Writer's Manual.

The last named volume of 100 pages, contains thousands of descriptive or selling phrases selected from the best retail department-store advertisements published during 1929. These phrases are grouped and classified according to

Portion of an address before the St. Louis Sales Managers' Bureau.

# TIME

The Weekly RECORD Magazine

## A RECORD SIX MONTHS

*For the 1st six months of 1930, as compared with the 1st six months of 1929, TIME has the following to report:*

- ★ Circulation (average per issue)  
increased 34%
- ★ Number of pages of advertising  
increased 43%
- ★ Gross advertising revenue  
increased 97%

PAGE 1

*(Figures on the following right hand pages by Publishers' Information Bureau.)*

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lines of merchandise. It is not expected that merchants will slavishly copy these phrases, but each phrase is a means of starting thoughts to flow on that subject and merchants find the book valuable. The other books are written carefully with a view to presenting the information as concisely as possible.

Over 15,000 of these books have been distributed to merchants on request only. Last year in a period of a few weeks we received nearly a thousand requests as a result of trade-paper advertising.

The chief special service undertaken in the interest of the merchant is the special advertising layout and copy service. Last year we furnished over 2,000 advertisements to merchants, most of them pages and double pages.

We also supply a store layout and arrangement service, including blueprint of suggested floor plan.

Last year, we answered nearly 10,000 letters from merchants dealing largely with retail problems and received more than 2,000 calls from merchants in the Bureau.

Our co-operative work in the interest of our trade-marked lines is also handled in the Merchants' Service Bureau, which grew out of the advertising department and is still a division of that department.

Last March we established a School of Retailing to which merchants may send representatives for four weeks' intensive training in Window Display, Show Card Writing, Advertising and Retail Selling. We have graduated nearly a hundred students from fourteen States and now have a full enrollment. Six instructors are used, all of them members of the Bureau Staff. The School has been extremely successful from the viewpoint of the purpose for which it exists—definite help to the merchants.

All things being equal, it is only reasonable to suppose that the wholesaler or manufacturer who extends practical co-operation to retailers can establish preference.

A large retailer prior to registering a young man from his store for the School of Retailing asked this pointed question, "Does this

obligate us to buy from you?"

Our answer was: "We expect you to buy where you can buy to the best advantage."

"If we were not right on merchandise and prices, it wouldn't pay us to undertake anything of this nature."

"We know that you will be willing to investigate our offerings and if this co-operation results in establishing a preference, all things being equal, we are satisfied."

"Very good," this merchant said readily, "and it would be strange if we didn't lean a little your way."

A Service Department, to be successful, must be unselfish. When a merchant asks us to write advertisements to sell shirts, we don't ask him what brand he carries before deciding to help him. Our job is to do everything we can to help move those shirts.

Service must never be considered a substitute for honest merchandise, low prices, liberal business policies and a manufacturer must be right on these points if he expects a Service Department to be a factor in establishing closer bonds of interest with retailers.

## Too Bad the Footnote Is Necessary

STANDARD FARM PAPER UNIT

NEW YORK, JULY 25, 1930.

Editor of PRINTERS' INK:

Coming uptown in the subway this morning I saw an advertisement of a shaving material in which a testimonial from a prominent golfer was quoted. At the bottom of the advertisement a footnote states:

"... testimonials are not paid for."

Evidently this advertiser will now have to sell testimonials as well as his product to his consuming public.

If all advertisers could truthfully make this same statement maybe some of them would not be laboring under the handicap of reduced sales due to lack of confidence.

At all events this is a very interesting indication of the present trend in testimonial advertising.

WALLACE C. RICHARDSON.

## H. W. Davie Joins Erwin, Wasey

Harold W. Davie, formerly distribution manager and a partner of the Hunter Manufacturing & Commission Company, New York, has joined the New York executive staff of Erwin, Wasey & Company.

July



# TIME

The *Week* RECORD magazine

## FINANCIAL ADVERTISING AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. TIME .....	93	pages
2. World's Work .....	67	"
3. Review of Reviews...	64	"
4. Nation's Business ....	48	"
5. Harper's Magazine...	48	"
6. Atlantic Monthly ....	47	"
7. Literary Digest .....	37	"
8. Scribner's .....	34	"
9. Business Week .....	23	"
10. Sat. Eve. Post.....	9	"

PAGE 1

How does *TIME* rank in Insurance Advertising? What is *YOUR* estimate?

(See 2nd page following)



# Insurance Agents Pool a Fund for Educational Campaign

Those Who Believe in Advertising Are Going Ahead, Expectant That Results Will Convince the Doubting Thomases

By Bernard A. Grimes

**L**IFE insurance, in proportion to its position among the major commercial enterprises, frequently is criticized as being under-advertised. There are notable exceptions, represented by some companies, nationally, and by individual agents, locally, but their efforts serve as a contrast to the comparatively small amount of advertising done for the business as a whole.

This lack of advertising support is recognized by those whose work it is to sell life insurance. They find themselves handicapped by the absence of an adequate understanding of its benefits on the part of the public and they also suffer from the noncommittal glint which lights the eyes of a prospect when an agent introduces himself as a life insurance salesman. In their work of contacting prospects, they have a service to perform as well as a commission to earn and these salesmen believe that advertising can prepare the way by substituting understanding for prejudice and ignorance. Where there is understanding of the scope and functions of life insurance, it is felt there will be prospects more willing and patient to receive a solicitation. In other words, "every life insurance call starts with the same lengthy arguments" and it is believed that advertising will change that.

Many members of The Life Un-

derwriters' Association of the City of New York are convinced of the necessity of educational work through the medium of advertising. They have worked out a program and their convictions will be expressed in a campaign which is to start in September.

The association has a membership of about 2,000, men and women engaged in business for themselves or employed by life insurance companies or large underwriters. It is forty-three years old and this campaign will be the first advertising venture into paid space in its history. It is affiliated with the National Association of Life Underwriters, several chapters of which have blazed the trail by conducting co-operative campaigns. Underwriters in Pittsburgh, Cleveland, Indianapolis, Birmingham and Colorado are among those who have financed advertising by their local associations. Advertising also is done by the Canadian Association of Life Underwriters but, in this case, the expense is underwritten by the life insurance companies.

A canvass has been conducted among members of the New York group which has resulted in pledges which will provide enough money to make a co-operative campaign possible.

Endorsement of the campaign has been received from members whose business volume is large and



The Association Is Promoting Its Idea of Advertising by Means of a Bulletin—The Above Cartoon Helps to Tell the Story



# TIME

The *Week* **RECORD** *magazine*

## INSURANCE ADVERTISING AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. TIME .....	34	pages
2. Sat. Eve. Post.....	33	"
3. Nation's Business ....	24	"
4. Literary Digest .....	22	"
5. World's Work .....	19	"
6. Review of Reviews...	18	"
7. Harper's Magazine ...	16	"
8. Atlantic Monthly ....	13	"
9. Scribner's .....	12	"
10. Business Week ....	8	"

PAGE 1

★ How does TIME rank in Public Utility  
Advertising? What is YOUR estimate? ★

(See 2nd page following)

small. Their support will be given independent of their payment of dues. Those who contribute do so on a basis of \$3 for each \$100,000 of policies sold during the previous year. Some members have sent in contributions exceeding this assessment. Every contribution is purely voluntary and the basis of assessment makes it possible for the new man in the business to participate, for he is required to give but a small amount.

Newspaper space will be used with weekly insertions of which the largest size will be three columns by 112 lines. Advertisements will be signed by the association. Under the signature will appear the following explanation:

A 43-year old association of the leading life underwriters in New York City, representing all companies, pledged to observe the highest ideals in relation to insured, company and agent. Affiliated with the National Association of Life Underwriters.

A description of the course of the advertised messages is outlined by listing captions of advertisements which are to appear early in the series. These are: "\$500 will replace a \$25,000 stock market loss!" (if the prospect is at age 35); "What are you worth in an arm chair?" explaining that life insurance will solve the problem of retirement, and "Don't threaten your wife with a mortgage."

Each advertisement carries this statement, "Consult any member of the undersigned association for expert advice." Here is an indication of the broad scope of the campaign. It is realized that every member stands to benefit from the educational effort, whether or not he contributes to its financing. There are doubting Thomases who are hesitant about coming forward but those who are convinced that this campaign will be helpful to the business are determined not to wait until such members can be shown the light of reason. Rather the feeling is that the campaign, of itself, when it gets under way, will best dispose of adverse or hesitant sentiment.

In the meantime the association is promoting the idea by means of

its bulletin and direct mail. "Will advertising bring back the money that advertising took from you?" is the title of a four-page folder which reasons the economic workings of advertising. To liven matters, the folder contains a cartoon to illustrate the story of the prodigal dollar and how to lure it home. Radio, speculation, automobiles, jewelry and the movies each are represented by a "vamp" into whose circle the dollar flies while the life insurance agent, depicted as a deserted wife and mother, is left at home to weep.

Members who contribute will be given the benefit of certain advantages which will permit them to tie up with the campaign. About two weeks before the appearance of each advertisement, advance proofs will be sent them together with suggestions for a tie-up through members' individual mailing lists. Reprints will be available at cost but to subscribers only.

While the obvious purposes of the campaign have been touched upon in the foregoing description, there is one important objective that has not been mentioned. It concerns the hope that this group effort will lead eventually to the advertising of the national association and a larger volume of advertising on the part of leading companies.

### Janesville "Gazette" Buys Radio Station WCLO

The Janesville, Wis. *Gazette* has purchased radio station WCLO, formerly located at Kenosha, Wis., and has moved it to Janesville. H. H. Bliss, publisher of the Janesville *Gazette*, is president of the WCLO Radio Corporation. The first broadcast under the new ownership will take place on August 1.

### "Holiday" Appoints Sweeney & McDonald

*Holiday*, New York, which is to start publication with an October issue, has appointed Sweeney & McDonald, publishers' representatives, Boston, as its advertising representatives in the New England territory.

### Curtis Makes Gift to Bowdoin

Cyrus H. K. Curtis has presented to Bowdoin College, Brunswick, Me., an unconditional gift of \$500,000. The gift will be added to the permanent funds of the college and the income will be used for faculty salaries.



# TIME

The *Week* RECORD magazine

## PUBLIC UTILITY ADVERTISING

### AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. TIME .....	22	pages
2. Business Week .....	18	"
3. Nation's Business ....	17	"
4. Harper's Magazine ...	14	"
5. Atlantic Monthly ....	13	"
6. Scribner's .....	12	"
7. World's Work .....	11	"
8. Review of Reviews ...	11	"
9. Sat. Eve. Post .....	9	"
10. Literary Digest .....	6	"

PAGE 4

★ *How does TIME rank in Automotive Advertising? What is YOUR estimate?* ★  
(See and page following)

# Sleeping Problems Pay No Dividends

On the Other Hand, It Is Frequently Helpful to Lay a Problem Aside for a Short Time and Then Tackle It with a Fresh Mind

## EIGHTH EPISODE

THERE was a very large safe in the private office and I was the only one in possession of the combination.

One morning Mr. Rowell wanted a legal paper from that safe, and he wanted it in a hurry. He stood over me as I turned the dial—I got confused and simply could not make it work.

The longer I worked at it the less certain I was, in my own mind, as to the correct numbers to be used. Mr. Rowell said not a word, just let me turn and turn that dial.

I never knew Mr. Rowell to lose his temper or raise his voice above his customary pleasant manner of speaking, but he could be very stern in a quiet way. Splendid characteristics for any business man to cultivate.

After a time, he inquired, "Having trouble Frank? Never mind the safe now. Get some money from the bank, buy some stamps, have your shoes shined, then go to the Astor House and get me a sandwich. Now remember, you have four things to do."

Upon returning and satisfying him that I had carried out his orders, he quietly said, "Please open the safe."

I went to it and had no trouble.

This is the eighth of a group of sixteen articles relating to George P. Rowell, the old-time advertising agent. The articles are appearing in consecutive issues. They were written by an advertising man whom Mr. Rowell employed as a boy.

Mr. Rowell laughed, and said:

"Now you realize the mistake of trusting to your memory in vital things. Write those numbers down immediately and, put them where they may be found when needed. You knew those numbers

perfectly but got them mixed in your hurry; once they were mixed, you were too excited and impatient to get them straight. Had I not seemed to be in a hurry you probably would have been all right.

"I sent you on those errands to get the thing off your mind and let you cool down. Why did I give you four errands? Because one would not be enough to dismiss your

trouble and clear your mind.

"When you can't solve a problem, write it out and lay it aside for a time. It may seem very simple when you pick it up again, but don't let it lay too long. A sleeping problem pays no dividends."

Therein Mr. Rowell pointed out the advisability of letting one's troubles rest and making haste slowly in business matters.

## C. A. Webb, Sole Owner, Asheville "Citizen"

Charles A. Webb is now the sole owner of the Asheville, N. C., *Citizen*. George A. Stephens, who has been joint owner, has sold his interest to Mr. Webb, who will continue as publisher.

## Death of J. J. Wray

James J. Wray, editor and publisher of the Philadelphia *Sunday Item*, died last week at that city. He was fifty-nine years old.

**SOMETHING** approaching a father-son relationship grew up between George P. Rowell, the old-time advertising agent, and the author of this series. As a consequence, it seems almost as though Mr. Rowell must have remained awake nights thinking of the advice he ought to give this protégé and how best to impart it.

In any event, this week we present still another anecdote illustrating how Mr. Rowell drove home powerful economic truths with the aid of simple, everyday devices.

# TIME

The RECORD magazine

## AUTOMOTIVE ADVERTISING

### AMONG GENERAL MAGAZINES

1st Six Months of 1930

1. Sat. Eve. Post.....	834	pages
2. Collier's .....	215	"
3. Literary Digest ....	186	"
4. TIME .....	165	"
5. Country Gent.*.....	153	"
6. Liberty .....	96	"
7. New Yorker.....	85	"
8. Vanity Fair .....	78	"
9. Vogue .....	73	"
10. Town & Country....	66	"

\*According to Nat'l Adv't Records.

PAGE 1

★ How does TIME rank in Aviation Advertising? What is YOUR estimate? ★

(See 2nd page following)

# Why Copy Writers Die Young

What Happens When the Department Heads Co-operate with the Advertising Agency

By a Copy Writer

**A**BOUT six weeks ago, we were given a new account. I was the copy writer assigned to the job of getting out the first series of advertisements of the campaign.

So I spent several days in the client's plant, with the vice-president of the company. From him I secured a clear-cut picture of the firm's advertising needs and a concise story of the product.

I said to myself: "Now, here is a man who knows his subject and has certainly told me about it. It is an interesting subject. It is going to be a nice campaign to write. It is one of those well-defined sales and advertising problems which calls for no frills—just plain, hard facts put before the prospective buyer in an interesting, readable and newsy manner."

With my note book full of meaty facts, I set to work. For ten days I called on retail and wholesale dealers to verify certain facts and figures and to make sure I was on the right ground. Then I set to work and wrote and rewrote the first five pieces of copy. It was spontaneous copy, free from that pul'ing about and twisting and tugging which so often makes good copy into a commonplace hodge-podge of attempted cleverness.

Within ten days I had my five pieces of copy ready and with them went to the vice-president in general charge of advertising and selling. He read them over carefully and pronounced them acceptable.

"There's just one thing, though, that I failed to tell you," he explained. "But you'll be able to work that in. You can do it easily enough. You know, of course, that ours is an old company. The president is not as active as he used to be, but he takes great pride in our advertising and is always very careful to make sure that all statements which go out

over our signature are in accord with our policies.

"He is also very proud of his grandfather, the founder of this business. The old gentleman was not only a great mechanic, but he was possessed of a literary turn of mind. He wrote many epigrams and short essays, as a hobby. Some of them he had printed and they were sent to his workmen and to the early customers of the firm.

"Our president has collected many of these in folio form. And it is considered as highly essential that in all our advertising we publish the founder's picture and print a selected epigram. I'll get the files for you, together with a photograph of the founder, and you can work this in."

Dubiously, I assented that this might be done. So I laid the ads out again, providing a neat, unobtrusive corner for the cut of the founder and the epigram.

## *A Call on the President*

They were then submitted again to the vice-president who suggested that we call on the president and make sure he was satisfied.

The president was not satisfied. He did not like the idea of making the founder a secondary figure in the advertisements. He suggested that the copy idea was correct, even admirable. No doubt it had pulling power and breathed conviction. But in order to maintain the old-time trend of the firm's advertising, it would be wiser to put the founder's picture at the top of each advertisement. Then, below his picture, the epigram would be set up in dignified Old English type. And with this epigram acting as a sort of text for a sermon, it would lead right into the copy argument.

"There you are, young man. If I have been able to be of any help to you, I am most happy!"

With those few words, direct

# TIME

The Weekly RECORD Magazine

## AVIATION ADVERTISING AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. Sportsman .....	40	pages
2. TIME .....	36	"
3. Spur .....	24	"
4. Town & Country.....	24	"
5. Nation's Business....	23	"
6. New Yorker.....	21	"
7. FORTUNE* .....	19	"
8. Sat. Eve. Post.....	11	"
9. Business Week .....	7	"
10. Vanity Fair.....	6	"

\*Feb. thru June  
(5 months)

PAGE 6

★ How does TIME rank in Office Equipment Advertising? What is YOUR estimate? ★

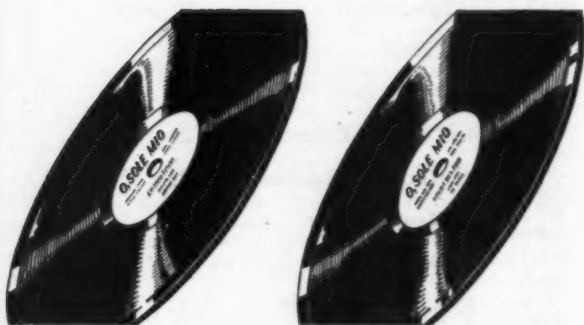
(See page 91)



**BOTH ARE  
"O, SOLE MIO"**

**-B U T**

**CAREFUL INSPECTION  
DISCOVERS A DIFFERENCE**



**UNLESS** one looks at these two records closely they might be taken for duplicates. But put them on the phonograph and it proves to be a beautiful vocal solo by Enrico Caruso and the other a masterful band rendition by Creatore.

To the casual observer the people one meets on the streets of Boston appear to be as much alike as these two records. In dr

**BOSTON**

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speech, in manner they all seem to come from the same mould. Look into their homes and you will find the same luxuries, the same necessities and conveniences. They eat the same foods, drink the same beverages, go the same places and do the same things. But try to sell your merchandise to all these people through the columns of any one of Boston's leading daily papers, and you will find your response is only about half of what you normally might expect.

SECTION  
FEREN

Why? Because the people of Boston are peculiarly and infinitely divided into two distinct and un-uniteable groups. This is not a physical division. It is a division of habit, of sentiment, of point of view. It is the result of tradition, environment, education and training. Invisible to the eye it is as absolute and real a barrier as if it were a stone-wall.

Advertising, to get successful reception in Boston—America's fourth greatest market—must make its appeal to each of these groups separately. In one group you will find the readers of three leading Boston dailies. In the other you will find only the readers of The Boston Herald-Traveler.

The only way the newspaper advertiser can reach the readers of the Herald-Traveler is to use the Herald-Traveler. Its patrons do not read the other papers.

any might  
ph and o  
d the other  
The regard in which experienced local and national advertisers hold the Herald-Traveler group is indicated by the fact that The Boston Herald-Traveler carries more advertising lineage than any other newspaper in Boston.

streets  
In dre  
eight years the Herald-Traveler has been  
in National Advertising, including all  
cial, automobile, and publication advertis-  
among Boston daily newspapers.

Advertising Representatives

GEORGE A. McDEVITT CO.

New York Chicago Philadelphia Detroit

ONERALD-TRAVELER



from the president of the company, I saw my campaign condemned to the eternal bow-wows. However, he was the principal. My agency was working for him. I was working for the agency.

But I wondered if the president had ever undertaken to help his doctor. Did he tell his doctor just how to go about mixing certain ingredients in a bottle, according to his presidential ideas, or rather the ideas of the mechanical-literary genius, his grandfather?

Probably not. Few men undertake to instruct their physicians, but many of them feel that in the preparation of an advertisement they can be of special use.

So I started all over again with the determination to do what I could. Being naturally cheerful in disposition, as every copy writer must be, I said to myself: "Well, half of the success of any campaign depends upon the house being sold on it and living up to the claims made in the copy. So away we go!"

By working over the copy half the night, the five pieces were rewritten. The next day, the president patted me on the back and stated definitely that he was pleased to see I was showing signs of adapting myself to the firm's policies and ideas.

#### *Over the First Hurdle*

Then the vice-president congratulated me. We had jumped nimbly over the first hurdle. We would now visit the plant and chat a while with the factory superintendent, the president's nephew, a mechanical engineer via Boston Tech, and an up and coming manufacturer, even though of the third generation of the ruling dynasty.

The factory manager had some sound ideas of his own. It would be necessary to put into the copy certain illustrations, and they had best be in the form of facsimile blueprints, to appeal to the technically trained men who, after all, were the real customers of the firm.

No doubt quite excellent to start the copy off with platitudes by the old founder, but, after all, he said, we had to make the copy sell goods.

So here were five mighty fine blueprints which were designed to tell exactly what the engineering customers wanted to know.

Somewhat overwhelmed and completely nonplussed, I backed out of there with five blueprints in my hand.

"Well, now, that wasn't at all bad!" the vice-president exclaimed, beaming. "Mr. Bill is a hard man to handle. You did a fine job. You won't have any trouble using those prints. And it certainly is a jolly good idea."

"It will provide just the technical slant to make the copy pull. And, best of all, Mr. Bill will feel responsible for the advertising. That gives you just that much moral support. It's a fine thing for the agency to have all the key men in the company feeling they are at least partially responsible for the campaign. I've often heard it said that many an otherwise excellent campaign failed to score because it did not have the moral support of the various departments. You are fortunate here with us, because all the men are anxious to work with you. You'll get some fine help."

I am still wondering whether his smile was with me or at me.

I told him that possibly a little more space would now be required, what with the enlarged portrait of the founder, the epigram prominent in Old English and then the blueprint.

The suggestion fell upon a deaf ear.

However, he had another thought, and that was that since no campaign could really hope to succeed unless the sales department was back of it, we'd better have a talk with the sales manager right away and get off to a good start.

The sales manager was a human dynamo, full of good ideas, and a rare booster.

Yes, the sales manager was a man full of ideas. He was so full of ideas, they bubbled over. He was a veritable beehive of swarming ideas. All good, no doubt. He had in front of him a list of the leading wholesale hardware men upon whom he was concentrating. All of these men were customers

# TIME

The *Week* RECORD magazine

## OFFICE EQUIPMENT ADVERTISING

(including business stationery)

### AMONG GENERAL MAGAZINES

1st Six Months of 1930

1. TIME .....	157	pages
2. Nation's Business...	148	"
3. Business Week.....	146	"
4. Sat. Eve. Post.....	141	"
5. Collier's .....	59	"
6. Literary Digest .....	56	"
7. FORTUNE* .....	55	"
8. World's Work .....	20	"
9. Review of Reviews..	19	"
10. Liberty .....	18	"

\*Feb. thru June  
(5 months)

PAGE 7

★ How does TIME rank in Transportation  
Advertising? What is YOUR estimate? ★  
(See 2nd page following)

whose purchases must be increased. That list was getting special treatment. There was future business in that list.

"By heck," he shouted and slapped me on the back. "Boy, you're good. You've hit the nail right on the head. You've given me just the idea I've been looking for—just the appeal I have needed."

"Now, we'll take one of these men on this list for each ad. We'll get a testimonial from each man. Our salesmen can get them and they will be glad to co-operate with you in this way. That will clinch your argument tighter than a drum, and on top of that you'll have all the salesmen with you. I'll get busy right away on the testimonials and send them out to get them signed up. It won't take more than a few days. Just leave a little space open for them."

"By the way, have you referred these to Mr. Wilberforce?" he asked the vice-president.

That was something the vice-president had overlooked. He thanked the sales manager for reminding him. Mr. Wilberforce was the president's son, who had been graduated a year ago from college and spent a year in traveling about, getting a broader aspect upon business. He had just been given the newly created title of sales promotion manager.

It would be wise to refer this entire matter to Mr. Wilberforce now. It might save time later.

Yes, Mr. Wilberforce was in. He was leaving shortly to keep a golfing engagement with a customer, but he would see us at once.

Mr. Wilberforce was calm, deliberate and possessed of undoubted poise.

"Ah, yes, the new advertising campaign. This is quite an important expenditure and should not be dismissed in a cursory manner. It's worthy of genuine reflection. Important that proper co-ordination among various departments be assured."

"May I ask you to leave this with me? If you will telephone me day after tomorrow, my secretary will make an appointment."

Now I am back in my office. The sales promotion manager has

the wreck of five pieces of copy. I am holding before me five blue-prints, the picture of the founder and sundry epigrams.

Quick, Henry, smelling salts.

## Death of E. E. Critchfield

**ELMER E. CRITCHFIELD**, pioneer advertising agent and for nearly forty years identified with the advertising business at Chicago, died at Wheaton, Ill., recently. At the time of his death he was chairman of the board of directors of Critchfield & Company, of which he was a founder.

Born at Torch, Ohio, in 1861, Mr. Critchfield spent most of the early part of his life in Pennsylvania, serving for a time as senior major in the 10th Pennsylvania Infantry and later as a professor in agriculture. He went to Chicago in 1892 and became a partner in the advertising agency that is now known as Critchfield & Company.

Late in 1912 he was elected president of the firm, in which capacity he continued until 1919. At that time, ill health and the advice of his physician caused him to retire from active participation in the management of the business and he became chairman of the board of directors. He continued to serve the agency in an advisory capacity and maintained a vital interest in advertising.

Mr. Critchfield preferred to proceed with his work in a quiet, unassuming manner and he consistently avoided the light of publicity. However, he took some part in organized advertising activity and during the war both he and his agency were active in Government work. He served on the first executive board of the American Association of Advertising Agencies from 1917 to 1919.

During his later years he was president of the First National Bank of Wheaton. He was sixty-nine years old.

The Manville Jenckes Company, New York, has appointed the Burton-Nelson Company, advertising agency of that city, to direct the advertising of its ladies' Tamarack underwear.

# TIME

The *Week* RECORD magazine

## TRANSPORTATION AND TOURS ADVERTISING

(including air lines)

### AMONG GENERAL MAGAZINES

1st Six Months of 1930

1. National Geo.....	113	pages
2. New Yorker .....	103	"
3. Harper's Magazine .	92	"
4. TIME .....	86	"
5. Atlantic Monthly ...	86	"
6. Scribner's .....	77	"
7. Literary Digest ....	71	"
8. Vogue .....	52	"
9. Sat. Eve. Post.....	49	"
10. Review of Reviews..	48	"
11. Harper's Bazaar ....	48	"

PAGE 1

★ How does *TIME* rank in Structural Materials Advertising? What is YOUR estimate? ★

(See and page following)

# Fighting the Trade Slump in England

The Government and the Bank of England Take a Hand

By Thomas Russell

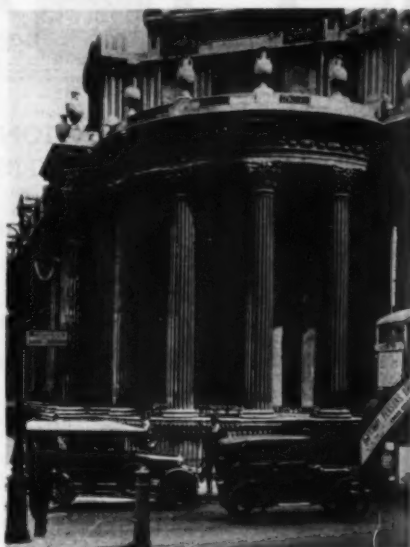
London (England) Correspondent of PRINTERS' INK

WITH a trade slump extending to all the English-speaking world, a growing Unemployment Register which already contains nearly two million ex-wage-earners or not far from one-fifth of the whole earning population, money scarce, banks paying no interest at all on deposits, but charging 4 per cent (the customary 1 per cent over Bank Rate) for loans and lending with great reluctance, can you wonder that the trade slump is keeping English people awake at night?

These evils are aggravated, and in part caused, by excessive taxation. Bad bargaining left us a burden of war-taxes far greater per head of population than Germany or any other country carries and the standard rate of income-tax is 22½ per cent in 1931.

The whole tendency of legislation for the last thirty years has been to cast every burden on the State and the present Socialist administration is estopped from saying that Governments can't work miracles. Therefore, without the State being committed to anything beyond a kind of benevolent patronage, a semi-official scheme has been very ingeniously set afoot, in the hope of relieving the situation.

The situation to be relieved is this: British export trade is not what it was before the War. There is competition from new and younger nations. Money is not



Burton Holmes from Ewing Galloway

## The Bank of England

plentiful anywhere. Our customers abroad are pulling their belts up a hole. Prices are down. Costs are up. Hardly any cause of bad trade is absent.

In some trades, equipment was increased during the War for national service: England could deliver 50 per cent more steel this year than in 1913, the biggest year steel had known. But in many factories of all kinds equipment is out of date and unfortunately the owners of it have been encouraged to believe that one of these days a tariff will be placed on imports and that then the inefficient plant will not matter.

In Germany, 85 per cent of the

# TIME

The Weekly RECORD Magazine

## STRUCTURAL MATERIALS AND EQUIPMENT ADVERTISING

### AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

- |                                    |     |       |
|------------------------------------|-----|-------|
| 1. Sat. Eve. Post.....             | 307 | pages |
| 2. House & Garden....              | 253 | "     |
| 3. American Home ....              | 215 | "     |
| 4. House Beautiful ....            | 190 | "     |
| 5. TIME .....                      | 174 | "     |
| 6. Nation's Business ...           | 144 | "     |
| 7. Better Homes &<br>Gardens ..... | 122 | "     |
| 8. Country Life.....               | 111 | "     |
| 9. Collier's .....                 | 61  | "     |
| 10. Arts & Decoration...           | 60  | "     |

PAGE 9

★ *How does TIME rank in Men's Articles  
Advertising? What is YOUR estimate?* ★  
(See 2nd page following)



coal is hewn mechanically: in Great Britain, only 26 per cent. But owners say they cannot run mines at a profit unless wages are reduced and hours increased. In the textile trades many factories are closed down, though others make a profit and cotton is still a big industry.

The trouble is that too many trades are trying to help their lame dogs. The cost of mining differs enormously in different pits, and while some textile mills are earning good profits, others can do nothing against Japanese competition and the Indian boycott. There are industries sufficiently compact to allow of restricted output and price fixing. Rubber is an example of this iniquitous system, and tin is hankering after the same.

### *The Only Remedy in Sight*

But in most industries rationalization, by the shutting down of inefficient mines and factories and the amalgamation of small concerns with large, is the only remedy in sight. Therefore a ray of hope flickered across the darkness of public despair when J. H. Thomas, disguised as the Lord Privy Seal, as we quaintly call the Minister, then charged with the reduction of unemployment, stated in Parliament that a company had been registered under the name of the Bankers' Industrial Development Company Limited, with a capital of £6,000,000 and objects which he defined as follows:

The object of the company is to receive and consider schemes submitted by the basic industries of this country for the purpose of their rationalization, either by industries or by regions. In the case of schemes which may be approved, arrangements will be made for the provision in one way or another, and through existing agencies, of such moneys as may seem to be essential."

The Governor of the Bank of England was named as one of the directors and £1,500,000 worth of shares was taken up by a finance company subsidiary to the Bank of England, called the Securities' Management Trust Limited, whose managing director was also given a

seat on the Board. All the big banks subscribed for shares, but considering how many big industries are practically in their hands already this is not a particularly startling mark of confidence, and now that the scheme has been in full working order for well over two months, the results achieved cannot be called brilliant.

Very little of the enormous capital authorized has been actually called up, and some perspicacity is needed to understand why so much was certified, seeing that there is no intention to finance individual companies or firms, though these will be referred to independent committees which may approve or criticize schemes of reconstruction submitted to them, when the applicant can look for his finance to what are vaguely described as the existing agencies. But possibly the Bankers' Industrial Development Company will take a hand in the rationalization of whole industries and in this it will have the blessing of the Government, though none of its money.

Similarly, there seems to be some question whether those \$30,000,000 of authorized capital will be either available or adequate for the reconstruction of a basic industry. There is something ominous in the remark that such operations will require the co-operation not only of the various firms engaged in the industry itself, but also of their principal creditors, the joint stock banks. This remark is not official, but it is the comment of the highest financial authority in the Press—*The Times* of London—and it has a disagreeable resemblance to the Notice calling a first Meeting in Bankruptcy.

If the announcement of a big money scheme with the Government and the Bank of England behind it for the relief of industry cheered any distressed manufacturers worried with an overdraft, their cheerfulness must have been short-lived. If John Jones, piano-maker, remembers, in his hour of trouble, something in Parliament awhile ago, and applies to the Bankers' Industrial Development Company, it is not money that he gets, but



# TIME

The *Week* RECORD magazine

## MEN'S ARTICLES ADVERTISING

### AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. Sat. Eve. Post.....	245	pages
2. Collier's .....	160	"
3. Liberty .....	130	"
4. New Yorker .....	117	"
5. American Golfer ....	110	"
6. TIME .....	96	"
7. Vanity Fair.....	86	"
8. Literary Digest.....	73	"
9. Golf Illustrated.....	66	"
10. Life .....	61	"

PAGE 10

★ How does TIME rank in Resort Advertising? What is YOUR estimate? ★

(See 2nd page following)

possibly—or possibly not—a reference to a committee independent of the Company and bankers, and a recommendation to amalgamate with his competitors, and rationalize his management and production.

It is up to Jones to formulate a scheme to the Committee, and it is interesting to note that in everything published about this plan for the revival of trade, not a word seems to have been uttered on the subject of selling. Rationalize your production? Yes. Cut out needless costs? Yes. But rationalize your sales management, and start or improve your advertising? No. Nothing about it!

Even if the succoring, directly or indirectly, of individual concerns entered into the conceptions of the bankers and high financial authorities by whom this scheme for the regeneration of British Industry is fathomed, it is doubtful whether those in need of such assistance would hear anything about it. And in any event, private concerns, showing no such modest reluctance to make themselves known, exist for the express purpose of lending aid on the side from which money can be most directly and immediately looked for. To replace plant, organize the factory, cut out wastes are good things, but they need time before they can deliver their benefits. Better selling, ability to extend credit on sound lines, and enlarged markets for output based on sound financing mean ready money which can be used for all other improvements.

In using John Jones as a typical industrialist, a moment ago, I called him at hazard a pianomaker. The next moment there fell under my eye a folder headed "Financial Aid for the British Music Industry." This was issued by another of these banking combinations — Bankers' Commercial Security, Limited, London—and relates to this very thing, though in the retail instead of the manufacturing department, since it offers finance for hire-purchase trading. Taking hold of one trade after another in this style is the way in which a well-managed private concern naturally goes to work and

does, incidentally and on the side, a lot of good; but it is precisely the kind of thing that official and semi-official bodies never think of and would die rather than do, even if it was suggested.

### "The North Shore Commuter" New Publication

*The North Shore Commuter*, an illustrated tabloid weekly, has started publication with headquarters at Great Neck, Long Island, N. Y., and with New York offices at 200 Varick Street.

John S. Samelson, who formerly conducted the Samelson Advertising Agency, Hartford, Conn., is advertising manager.

The paper will be published by the Commuter Publishing Corporation, Inc., of which Hal W. Lanigan is president. Gene Buck, vice-president, and Donald S. Wiltse, of Leo H. Fuller, Inc., Long Island City, treasurer.

### George Borst, Vice-President, Albert Frank Agency

George Borst, manager of the steamship department of Albert Frank & Company, New York advertising agency, since 1910, has been elected a vice-president of that company. He has been with the firm since 1896, having been assistant secretary for the last nine years.

### Appoints Seaver-Brinkman Company

The Pur-Solvent Company, Canton, Ohio, manufacturer of machinery for purifying the solvent used in dry-cleaning, has placed its advertising account with the Seaver-Brinkman Company, Cleveland advertising agency. Newspapers and direct mail will be used.

### J. S. Lane with Gottschaldt-Humphrey

James S. Lane, at one time assistant advertising manager of the Minneapolis-Honeywell Regulator Company, Minneapolis, and, more recently, with David, Inc., St. Paul advertising agency, has joined the staff of Gottschaldt-Humphrey, Inc., Atlanta advertising agency.

### Pipe Saver Account to Devereux & Smith

The Pipe Saver Corporation of America, Carthage, N. Y., has appointed Devereux & Smith, Inc., Utica, N. Y., advertising agency, to direct its advertising account.

### Appoint Paul G. Cook Agency

The Hoover Steel Ball Company, Ann Arbor, Mich., and the Gypsy Autobed Company, Ypsilanti, Mich., have both appointed The Paul G. Cook Advertising Agency, Detroit, to direct their advertising accounts.

# TIME

The Weekly RECORD magazine

## RESORT ADVERTISING AMONG GENERAL MAGAZINES

1st Six Months of 1930

1. Spur .....	54	pages
2. Town & Country.....	38	"
3. TIME .....	29	"
4. National Geo. ....	29	"
5. Literary Digest .....	24	"
6. Sat. Eve. Post.....	23	"
7. Golf Illustrated .....	22	"
8. Review of Reviews...	20	"
9. World's Work .....	19	"
10. Nation's Business ....	11	"

PAGE 11

How does TIME rank in Electrical Appliances Advertising? What is YOUR estimate?  
(See 2nd page following)

# “He Was All Ready to Sign—Then He Froze Up on Me”

I'll Tell You What Was Wrong, Mr. Salesman

By George Mather

General Manager, Babson Manufacturing Corporation

“I had him just about ready to sign when all of a sudden he froze up on me and I just couldn't budge him. He seemed to lose all interest. I can't figure out why . . . can't think of a thing I said that was wrong.”

\* \* \*

I'll tell you what was wrong, fellow. He saw the old avaricious gleam come into your eye and he ran to cover. Your heart was wrong and your mind was wrong and you couldn't conceal it. The same Power that watches over poor working girls and all prospects gave him a sixth sense for a few seconds and he saw you for what you were. One minute you were a friendly lad giving him expert advice about a good investment . . . the next minute *you were just a salesman trying to get his money and you lost him.*

You were going along in great shape. You almost had him. You'd made him see that he needed your stove polish, you'd made him admit that he would like to have it; he was just ready to buy when you quit thinking about *him* and *his* needs and let your mind wander ahead to count up your commission.

You quit thinking about *him* and began thinking about *you*. You quit thinking about your goods in terms of benefit to him and began to think about this particular sale in terms of profit to you and he froze up solid. It happens everywhere, every day.

\* \* \*

The sooner you can make the prospect forget that you are a salesman, the sooner he will sign your order. When you can talk to him as one man to another he will listen and believe . . . when you talk to him as a salesman to a prospect the stuff is all off. He's wary and suspicious and in no

mood to buy anything from you.

And you must forget that you are a salesman. True, you are there to get the order, but you are also there to help this prospect invest his money in something that will give him more profit or more pleasure than other things his money might buy. If you don't have that kind of an article, change jobs or take poison because you are just a con man and not a salesman.

You are there to counsel with him about this sound investment. If you can't put yourself in the other fellow's shoes and figure out his problem from *his* standpoint . . . if you are not truly anxious to give him the full benefit of your training and your experience, you'll never be a real salesman. You may make some kind of a living taking orders, but you'll never hit real pay dirt.

\* \* \*

Just as soon as you can forget that you are a salesman, the *prospect* will forget it. Then you can settle down and talk the thing over as one man to another until the order is signed. You have his best interests at heart, you *know* that your product is what he needs and that it will give him genuine satisfaction. You know he'll be glad he bought it.

He doesn't understand all this so you have to show him . . . have to explain the whole thing with care and patience . . . have to give him a chance to ask questions and then give him a complete answer. *You are not really there to sell him something, you are there to help him to arrive at a right decision.*

Because you are there to help him you are justified in taking his time. You are not encroaching on his rights or his privacy. There is no reason for timidity—no reason to feel or act apologetic. You are

# TIME

The Weekly RECORD Magazine

## ELECTRICAL APPLIANCES ADVERTISING (INCLUDING RADIO) AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. Sat. Eve. Post.....	214	pages
2. TIME .....	93	"
3. Collier's .....	86	"
4. Good Housekeeping.	80	"
5. Literary Digest .....	71	"
6. Nation's Business ...	44	"
7. New Yorker .....	43	"
8. Better Homes & Gardens .....	39	"
9. Ladies Home J'l....	38	"
10. Business Week .....	30	"

PAGE 12

*How does TIME rank in Industrial Community Advertising? What is YOUR estimate?*

*(See 2nd page following)*

going to give him in an hour, the benefit of knowledge that it has taken you ten years to acquire. You will forget that you are a salesman and he will forget it.

\* \* \*

Because you are talking the thing over as one man to another you won't go up in the air when he mentions that he had just about decided to buy Whoosis Stove Polish. *You* know that he would be making a big mistake because the Whoosis is a terrible piece of machinery at best and not in a class with your outfit. You don't want him to make such a blunder and with all your heart and soul *you believe it would be a blunder!* You know your machine is better and you know *why* it is better, but how will you get him to see it?

If you rear up and proclaim that the Whoosis is a bunch of junk and that to your definite knowledge the salesman representing it would push little sick chickens in the creek, you are no longer his trusted counsellor—you are just a salesman knocking a competitor and you have lost your chance to help him to arrive at a right decision.

"Certainly, Mr. Prospect, I can see why you would give that machine careful consideration because many people seem to be pleased with it. However, in your particular case my stove polish will be more satisfactory because and because."

He's not a prospect . . . you're not a salesman. You happen to know a little bit more about stove polish than he does and you are there to help him reason the thing out so he won't make an expensive mistake. To help him reason it out . . . not to do his thinking for him.

\* \* \*

Over and over again—he will forget that you are a salesman when you forget that he is a prospect, and not before. But when your inner mind is saying "I hope I can sell this saphead and make twenty bucks for me" you have an evil odor about you that warns him off—he smells a polecat.

Your words may be perfect,

your voice have just the right inflection, your smile may be properly timed and your tie may match your socks, but until you bring real straight from the old bosom sincerity into your work you are missing sales that the quality of your product should earn for you. Until you can lose sight of yourself and your commission you are losing money that belongs to you.

When you crowd him into a corner and strong-arm him into signing your order you haven't really sold him anything even if he does pay for your goods . . . you've just held him up and taken an order. But when you work the thing out together so that you have truly helped him to arrive at a right decision, by gum you've sold him and he'll stay sold because he used his own judgment and he'll stand back of his judgment.

When you work the thing out as man to man and go away with the order you've sold something; you're a salesman and the real salesmen of this country carry a load that would make Old Atlas curl up and quit.

### Group Campaign to Advertise Pacific Coast Industries

The Pacific Coast Products League, an association of Pacific Coast manufacturers, has been formed to promote Pacific Coast industries. An advertising campaign will be carried on to point out to the public that the employment of more labor on the Pacific Coast is dependent upon the public's increased purchases of Pacific Coast products. The league will make use of newspaper, business paper, outdoor, direct-mail and radio advertising as well as special window displays and merchandising co-operation through retail outlets. Smith & Ferris, Pacific Coast advertising agency, have been appointed to direct the advertising account.

### Miss H. M. Haney Joins Joyce Letter Shop

Miss Helen M. Haney, formerly associate editor of *The Boot & Shoe Recorder*, Boston, will join the direct mail staff of the Joyce Letter Shop, also of that city, effective August 1.

### Appoints Friedman Agency

The Julius Grossman Stores Corporation, Brooklyn, N. Y., has appointed Leon A. Friedman, New York advertising agency, to direct its advertising account.

# TIME

*The Week* **RECORD** *magazine*

## INDUSTRIAL COMMUNITY ADVERTISING

### AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. TIME .....	19	pages
2. Nation's Business ....	18	"
3. Review of Reviews... 17	17	"
4. Sat. Eve. Post.....	7	"
5. World's Work .....	3	"
6. National Geo. ....	1	"

PAGE 13

★ *How does TIME rank in Periodical  
Advertising? What is YOUR estimate?*

*(See 2nd page following)*



# Advertising Merged Products

Should Branded Competitive Products Continue to Be Sold After a Merger Is Completed?

CLARK E. LOCKE, LTD.  
ADVERTISING  
TORONTO

## Editor of PRINTERS' INK:

Would you be kind enough to supply us with the dates of recent articles dealing with the problem of merchandising branded lines that have come under merger control? We are seeking information as to the advisability of continuing to sell branded competitive products as in the past, or to consolidate them under a new name.

CLARK E. LOCKE, LTD.

THE subject that is presented above has been discussed in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* on a number of occasions, the citations of articles being available to anyone upon request. However, in view of a continuing interest in the matter, it seems advisable to extract, here, certain fundamental conclusions.

Perhaps the core of the issue is the original intention. The circumstances that surround a merger's birth, the very motive of the consolidation—these are considerations upon which to base the thinking that leads to policies.

Generally speaking, there seem to be two main reasons for merging. One is the belief that it is cheaper to buy out a competitor than to fight him. The other reason is a compound of various elements in a situation of production and distribution. Business enter-

prises have taken over other enterprises in order to obtain possession of patents, or to take up seasonal slack in consumption, to the end that production might flow at a more even level. On the marketing side, enterprises have taken over other enterprises in order to "round out" families and lines of products, or to gain access to markets that might not otherwise be so quickly accessible.

(We are omitting from consideration a third reason for merging—stock promotion. Similarly, we are ignoring the motive of the professional merger-maker, said motive being, of course, the "finder's commission.")

If a company buys out another merely to erase one source of competition, then the question of how to advertise the acquired product can be answered summarily and bluntly. Although the purchaser may tell the world differently, in his heart he knows he has killed something. There is no use or sense in prolonging a funeral.

On the other hand, if the motive behind the merger is to continue production and distribution for all parties in the consolidation, then there arise certain interesting questions. Are the merged products strictly and definitely competitive, or can they be grouped in a compatible family? Has each ac-



Each of the General Foods Products Is Advertised Separately to the Consumer—But the Family Relationship Is Emphasized in Trade Advertising—The Above Picture Appeared in a Business-Paper Advertisement



# TIME

*The*  
**RECORD**  
*The Weekly Magazine*

## PERIODICAL ADVERTISING (Newspapers—Magazines) AMONG GENERAL MAGAZINES

*1st Six Months of 1930*

1. TIME .....	62	pages
2. New Yorker .....	25	"
3. Sat. Eve. Post.....	23	"
4. Collier's .....	15	"
5. Harper's Magazine ..	15	"
6. Forum .....	11	"
7. Atlantic Monthly ....	8	"
8. FORTUNE* .....	7	"
9. Review of Reviews...	7	"
10. Golden Book .....	6	"

\*Feb. thru June  
(5 months)

PAGE 14

★ How does TIME rank among the 15  
U. S. magazines carrying the most pages  
of advertising? What is YOUR estimate?  
(See 2nd page following) ★

quired a distinctive prestige and its own good-will? Can a single salesman sell the whole merged line; can the sales forces interchange and sell all the products? Or would it be wiser for each of the sales forces to continue to specialize? What is the dealer situation? Are the dealerships special and exclusive agencies, or did dealers, before the merger, ordinarily carry several of, or all, the lines?

To demonstrate that the answers to such questions as these will develop different policies in different sets of circumstances, it is necessary merely to consider a few instances from business experience.

The first instance goes back seven years, to 1923, when the Heywood-Wakefield Company, manufacturing reed furniture and baby carriages, bought the Lloyd Manufacturing Company, which was manufacturing the same kinds of things. In this instance, it was decided that the merged sales force could not sell, advantageously, both lines, and that it would be wiser to continue the inter-unit competition. Accordingly, the advertising decision was to advertise each of the lines of products separately and maintain for each its reputation and special appeal.

More recently, the question presented itself upon the formation of the Colgate-Palmolive-Peet Company. In this instance, it was assumed that the public doesn't really care, very much, who makes a product, but does care about the product's quality and is concerned, therefore, with the product's identity. Accordingly, in this instance, the policy decided upon was to emphasize, in advertising, the names and labels.

Still more recently, the same question presented itself upon the formation of Revere Copper and Brass, Inc., which is a consolidation of six companies. Here the method was to concentrate upon a historic name—for one of the units in the group was founded, in 1800, by America's most famous horseman, Paul Revere—and against that background to project the prestige of the other component companies.

In the food field, and in other

fields—as, for instance, drugs—in which certain products that are specialties are also near-staples, mergers have given rise to differentiated advertising appeals as between advertising to the trade and advertising to the consumers.

Thus, General Foods, producing and distributing a family of related products, operates upon the same policy as does Colgate-Palmolive-Peet—the policy of maintaining, for the consumer, each product's identity and advertising each product separately. Only recently has there appeared in General Foods' consumer advertising so much as a hint that the products are produced by related companies; and, although the relationship is now being mentioned, the mention is subordinated to the specialized selling talk for each specific product.

In General Foods advertising to the trade, however, the picture is radically different. Here, the family relationship is emphasized and made, itself, a selling talk; for the company is advertising, not only its products, but its facilities for distribution, its marketing policies and its attitude toward the retail trade. The consumer may not care who makes a bar of soap, so long as the soap is Palmolive. But the retailer wants to know with whom he deals and what manner of men are the producers from whom he buys.

The future of merger advertising may bring forth new details of development, but it scarcely can produce much of a revolution of the policies and practices that are being applied today. Each set of circumstances produces a different problem—different in some of its details. But the answer to the problem lies, for every management it confronts, in the threefold question: What have we? Why did we get it in the first place? And exactly what do we want to do with it? In short, what were, and are, our motives?—[Ed. PRINTERS' INK.]

#### E. S. Lear with Porter Agency

E. S. Lear, formerly with the sales staff of radio station WNAC, Boston, has joined the staff of The Porter Corporation, Boston advertising agency, as manager of its radio department.

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# TIME

The *Week* RECORD *magazine*

## INCREASES & DECREASES

1st Six Months of 1930

VS.

1st Six Months of 1929

Among the 15 Magazines Carrying  
the Greatest Amount of Advertising

	Total pages Adv. 1st Half 1930	Change over 1st Half 1929
1. Sat. Eve. Post...	2837	— 1.5%
2. New Yorker.....	1554	— 3.8%
3. TIME .....	1330	+ 43.5%
4. Spur .....	1063	— 8.8%
5. Vogue .....	1061	— 21.7%
6. Good Housek'p'g	1006	— 5.3%
7. Town & Country	906	— 3.2%
8. Collier's .....	892	+ 28.7%
9. Literary Digest..	837	— 19. %
10. Ladies' Home J'l	801	+ 4.8%
11. Nation's Business	795	+ 7.9%
12. House & Garden.	779	— 19.3%
13. Harper's Bazaar.	750	— .6%
14. Country Life....	715	— 13.8%
15. Liberty .....	606	— 4.4%

According to Publishers'  
Information Bureau

PAGE 15

Agency  
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nt.

Once more please. (See 2nd page following)

## Protecting a Company Name

The American Products Company Is Granted an Injunction Restraining Another Organization from Using the Same Name

By E. B. Weiss

THE story starts in 1918—at least that is when the seed of the trouble was planted. In that year, the American Products Company was organized under the laws of Michigan as the successor to the American Brewing Company.

For almost ten years the company pursued the more or less even tenor of its way. Then it received a letter addressed to the American Products Company which it decided was meant for an Ohio corporation of the same name. With true business courtesy, it forwarded the letter to its proper destination.

That was in 1927. A few weeks ago, a legal action that grew out of that misaddressed letter resulted in an injunction that restrains the Michigan organization from using the name, the American Products Company.

So much for the romance—if such it may be called. Prepare, now, to knit your brows and study the legal aspects of this case. It has a number of facets that are interesting and enlightening to anyone who has ever had occasion to ponder this matter of protecting a company name.

The Ohio corporation, operating as the American Products Company, started business in 1911. Its activities cover the country, including the State of Michigan. It has invested more than \$3,000,000 in national advertising under that name.

As I have already mentioned, the Michigan organization hung out its shingle, bearing the name American Products Company, in 1918. No evidence was presented indicating whether it was aware of the existence of the Ohio company.

Then came the humble little epistle to the Michigan company by mistake. It was sent to the Ohio company. The latter organization, according to the testimony, thus learned for the first time of the

fact that a Michigan organization was operating under an identical name. It wrote the Michigan firm and notified the management that it was infringing the Ohio company's prior right to the name. Michigan refused to lower its flag and the present suit resulted.

The case was tried before the District Court for the Eastern District of Michigan. The Ohio corporation was the plaintiff; the Michigan company the defendant.

In its bill of complaint, the Ohio company declared that it now enjoys annual sales in excess of \$1,000,000. It does a large and profitable business, it told the court, and this business, it asserted, was built by extensive advertising, properly executed selling work, and by the use of high-grade materials and skilled workmen. All these factors combined, it stated, had served to establish an enviable reputation for the quality and purity of products made by the American Products Company. Therefore, it pleaded before the court, no other organization should be permitted to use an identical company name.

Said the Michigan company: (1) The name, American Products Company, is a geographical term and, as such, open for use by anyone. (2) There is no proof of fraudulent intent to divert business from the plaintiff by deceiving the public into the belief that the merchandise of the Michigan company is the merchandise of the Ohio company. (3) The products of the two companies are not of an exactly similar nature.

Speaking of the first contention the court pointed out that the case involves a trade name, not a trade-mark. Therefore, said the court, it is governed by the law of unfair competition, not by trade-mark statute.

"Assuming," continued the court,

# TIME

The Weekly **RECORD** Magazine

## IN GOOD TIMES AND BAD

In Winter, in Summer, in good times, in bad, intelligent people keep abreast of the significant news of the world . . . 300,000 American families know that **TIME** is the only complete summary of all the news . . . To keep themselves informed they pay \$5 the year (or 15c per copy) for **TIME** . . . For reader, hence for advertiser, **TIME** is an Essential Magazine.

## A LITTLE MONEY GOES A LONG WAY IN TIME

\$14,625 invested in **TIME** sends your message in full-page advertisements to 1,000,000 buyers (**TIME**'s proved readership) every fourth week throughout the entire year. . . .

PAGE 14

Write the Advertising Manager

# TIME

The Weekly Newsmagazine

205 E. 42nd St.

New York



—and the women's  
apparel merchants  
also agree that » »

## ST. LOUIS IS A TWO EVENING NEWSPAPER MARKET » » »

FOR being in a business that deals with such delicate merchandise as finery for the fair sex, St. Louis women's apparel merchants are quite hard-boiled when it comes to demanding

# THE S O

maximum results from their advertising.

Therefore, the fact that these merchandisers place an overwhelming bulk of their advertising in the St. Louis evening newspapers is dependable proof that this policy is most effective in covering the St. Louis market thoroughly and adequately.

During the first six months of 1930, for instance, The St. Louis Star carried 163,648 lines of local women's advertising copy — more than twice the volume carried by the St. Louis daily morning newspaper.

So here is another group of merchants who add further testimony to that of department stores, furniture houses, grocers, drug stores and others, that » » ST. LOUIS IS A **TWO** EVENING PAPER MARKET.

# ST LOUIS STAR

National Advertising Representative — GEORGE A. McDEVITT CO.

"for the purpose of this opinion, that the name American Products Company should be regarded as a geographical name indicating products made in America, rather than a somewhat fanciful name not intended to denote the place of manufacture of such products, it is well settled: (1) That when a person has adopted, as the name of a business, a term originally geographical and, (2) by his efforts and expenditures has developed a reputation and good-will for such business and its products, (3) so that such name has come to mean, in the mind of the general public, that particular business and its products, (4) *such name thereby acquires a 'secondary meaning'* as indicating such business, and its owner is entitled to protection, in its use, by a court of equity."

So much for the Michigan company's first line of defense. With regard to its second line of defense—lack of fraudulent intent—the court ruled:

"Nor is it necessary, in order to obtain relief from unfair competition, that an actual fraud or wrongful intent should be proved, by direct evidence, under the familiar principle that a person is presumed to intend the ordinary result of his acts. . . . In the language of the court in *Coty, Inc. v. Parfums de Grande Luxe, Inc.*, 'Where the necessary and probable tendency of defendant's conduct is to deceive the public and pass off his goods as and for those of the plaintiff, especially where preventive relief only is sought, *actual fraudulent intent need not be known.*'"

Down went the second line of defense. With equal vigor, the court went after the third line of defense—the differences in the products of the two companies. Said the court:

"The defense of the defendant, based on its claim that, as its products differ in kind from those of the plaintiff it cannot be held guilty of unfair competition with the plaintiff, is equally without merit. . . . *It is now settled, at least in this circuit, that actual market competition is not an essential element of what has come*

to be known as 'unfair competition.'"

The court then referred to a case decided by the Court of Appeals for the Sixth Circuit. It involved the *Vogue Co. v. Thompson-Hudson Co.* Talking about the meaning of the term "unfair competition," this court declared:

"We come, then, to what is called 'unfair competition.' This is nothing but a convenient name for the doctrine that no one should be allowed to sell his goods as those of another. This rule is usually invoked when there is an actual market competition between the analogous products of the plaintiff and the defendants, and so it has been natural enough to speak of it as the doctrine of unfair competition. But there is no fetish in the word '*competition*.' The invocation of equity rests more vitally upon the *unfairness*."

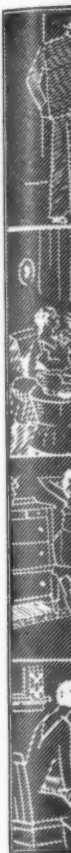
"If B represents that his goods are made by A, and if damage therefrom to A is to be seen,"—that, said the court, is unfair competition. "The injury to A is present," it continued, "and the fraud upon the consumer is present; *nothing else is needed.*"

And so we get back to the Michigan company's third line of defense. "Applying these principles to the facts and circumstances here presented," said the District Court, ". . . I am satisfied that the plaintiff has the right . . . to the exclusive use of the name American Products Company . . . and that it is entitled to an injunction restraining the defendant from using that name."

### J. W. Strong Advanced by Holton Company

J. Walter Strong has been appointed general sales and advertising manager of Frank Holton & Company, Inc., Elkhorn, Wis., manufacturer of band instruments, succeeding H. J. Charlton, resigned. He has been associated with the Holton company for the last nine years in sales and advertising work, first as advertising manager and later as sales manager.

Thomas Vernon Hendricks, at one time with the advertising department of the White Motor Company, Cleveland, died at that city on July 26. He also formerly had conducted his own advertising business at that city.



Just the families EVENING as much nishings the entire Detroit, the Lane



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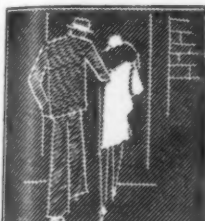
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HELEN WORDEN.



She . . . is devoted to her home . . . and to the task of making it one of utmost charm and comfort for herself, her husband and children, and her guests.

¶ She spends a substantial part of her generous household allowance . . . in furnishing, decorating and equipping this residence . . . and, of course, she reads THE EVENING WORLD . . . because she prefers it in many ways . . . particularly for its clever, helpful articles on beautifying rooms . . . by Alma Zaiss and others.

¶ Like her, whose heart is where her home is, there are many thousands of other women among the 300,000 families who daily read THE EVENING WORLD

Just those New York families who read THE EVENING WORLD spend as much for home furnishings and decorations as the entire population of Detroit, Fourth City of the Land.

## The Evening World

NEW YORK'S FOUNDATION NEWSPAPER  
Pulitzer Building, New York



Over 5,000,000 people

\* The average number of Liberty  
readers per copy is 2.4 persons  
(Daniel Starch Survey.)

Now the Biggest Newsdeal circulation

# 100,000 people read Liberty *each week\**

They wash their hands three  
times a day on the average.

That makes 105,000,000  
washes a week.

That's why Liberty is a good  
advertising medium for soap.

**Liberty**  
*A Weekly for Everybody*

220 E. 42nd Street, New York

Chicago: Tribune Tower

Detroit: General Motors Bldg.

San Francisco: 10 High Street

San Francisco: 820 Kohl Bldg.

circulation of any Magazine

# How to Set a Profit Quota

By J. H. Eydeler

Secretary and Treasurer, Lesan Advertising Agencies

**WE** all know that prosperity, both individual and national, is based upon the consumption of all salable products, and that consumption is governed by the purchasing power of the public. Actual prosperity, however, depends entirely on net profit, and large sales or the willingness of the buying public to buy does not always mean large net profits. Adequate profits can only be insured by definite, advanced plans aimed toward that objective.

Our national population increase during the last two decades has automatically created a larger demand and multiplied the output of all manufacturing, mining and commercial enterprises. This increased population and production, together with the greater per capita wealth of the country, should enable the seller to market his product or service at a price which will yield a satisfactory profit in proportion to his labor and invested capital.

Since every business or professional man has something to sell at a profit, these prospective profits occupy a conspicuous position in the business cycle. The increase in prospective profit serves as a stimulus to business revival after a period of depression. The decline of prospective profit brings about a period of liquidation without profit.

Consequently, business activity depends upon the existence of a suitable margin between cost and selling price. Increased production costs threaten this margin unless there can be a proportionate increase in selling price. Usually there can not, because the average business has definite barriers to continued advances in selling price. During the later stages of a period of prosperity, when selling prices have reached a maximum, every business man is faced with the problem of preserving profits against the encroachment of rising production costs. These facts

make a predetermined profit quota a vital part of every successful enterprise in this era of efficient management and keen competition.

The most outstanding business success of all time, the General Motors Corporation, is a perfect example of the value of establishing a profit objective in advance of each year's operation. This company sets up a profit quota not only for each subsidiary, but also for each division and department of each of its operating companies.

A forecast of the year's operating costs and expected profits enables the corporation's chief executives intelligently to consider any proposed program from the standpoint of fundamental policies. Price must be determined, since it governs the rate of return on invested capital. The cost of operation in relation to capacity, and an estimate of the volume of expected business complete the cycle by determining the price. Given a basic estimate of the volume and cost, the selling price can be established; an estimate can be made of the capital required to handle the business, and the year's earnings can be approximated.

## **Every Business Needs a Yardstick**

With variations, the system applies to every business. Profit objectives must be based upon production costs and, since it is the most constant in the financial operation of any company, the productive salary dollar is the most important factor. This fact makes it necessary for every business to have a yardstick by which individual or departmental accomplishment may be measured regularly. This standard measurement of accomplishment should, however, be based upon a percentage of the revenue. This revenue percentage, in turn, can only be determined by the manufacturer, since many departments and individuals necessarily depend upon other units or individuals to complete their

# Prestige

## WON THROUGH SERVICE

*The Times-Star's* reputation as a home newspaper rests primarily on its service to the housewives of Cincinnati and is not a "happen so" circumstance.

The interest and attention of Cincinnati women in *The Times-Star* has been won through features of feminine interest as: Ann Drake's personal problem column; "We Women," by Betty Brainard; "The Home Maker," by Nancy Carey; "What New York Is Wearing," by Annebelle Worthington; "Making the Most of Your Looks," by Dorothy Stote; "Style Trends," by Helen Dryden; "Modish Mitzi," by Jay V. Jay; and the annual cooking school, by Jesse DeBoth.

Through *The Times-Star's* devotion to the feminine interests, the women of Cincinnati have been welded into one group, whose attention may be attracted and an audience obtained for the advertiser's message, economically, through the exclusive use of *The Times-Star*.

## THE CINCINNATI TIMES-STAR

"THE KEY  TO THE CITY"

Eastern Representative:

**MARTIN L. MARSH**

60 E. 42nd St.

New York City, N. Y.



Western Representative:

**KELLOGG M. PATTERSON**

333 North Michigan Ave.

Chicago, Illinois

# Again . . .

## FIRST IN

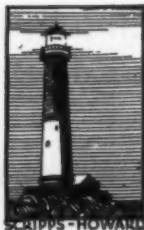
*by more than half*

### *The Power of The Press in Pittsburgh*

Media Records Inc. for June lists The Press as leading in 27 out of 36 classifications. And 355 advertisers used The Press exclusively in June.

*(Advertising carried in a national magazine distributed by another Pittsburgh Sunday newspaper properly excluded).*

MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.



## The Pitt

SCRIPPS

NATIONAL  
WSPAPERS

CHICAGO -  
TROT -

# PITTSBURGH

*that half a million lines*

THERE must be a reason why in June, once more, advertisers in Pittsburgh chose The Press in preference to other papers . . . . a reason why 48.1 per cent of all lineage appeared in this one medium . . . . a reason why year after year The Press maintains its leadership in lineage and in number of exclusive accounts. *A habit of producing results* is this reason. And a glance through the pages of this live home newspaper will show you how this habit is created and fostered.

## The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

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NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY  
CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS  
ST. LOUIS • PITTSBURGH • PHILADELPHIA • BUFFALO • ATLANTA

---

work before either a sale or a profit is possible.

Because forecasting and planning are essential factors in efficient business management, accurate and dependable figures must be obtained previous to each year's operation. A complete and itemized system of accounting and record-keeping is therefore a fundamental part of every enterprise, and offers many advantages. First, it makes possible the establishment of a definite profit quota for each department or producer; second, it enables executives in charge of profits to make the advance plans which bring about the desired profit results; third, it enables executives to study and understand the fluctuations which ordinarily occur in the monthly operation of any business; fourth, progress can easily be determined at any time.

It is necessary, of course, to build a balanced budget of costs, expenses and revenue. To this end, the executive or department head responsible for the productive salary costs of any division must submit his anticipated salary costs for approval at the beginning of each year. The total productive salary cost for each company forms the basis for determining the budget of non-productive overhead expenses and the treasurer or comptroller in charge of overhead expenses should limit these expenditures to a fixed percentage of the productive costs.

These productive and non-productive cost figures, together with an estimate of production volume and a conservative forecast of consumer demand, eliminate the necessity for projecting business on "hunches." The scientific study of any enterprise immediately shows that reasonless predictions and hunches are without value.

Sound judgment, based on accurate and dependable figures, is man's only means of foreseeing the future and only an efficient accounting system will provide the necessary figures. A cumulative month-to-month report of sales, costs and profits verifies or denies prophesy and tends to bring about a balance in business operation which assures an annual profit.

And when a definite method is maintained, it is possible to gain the fullest co-operation of individuals and department heads through their confidence in the practical operation of any company. With a profit quota established for each unit, a system of added compensation can be put into effect that increases productivity and lowers costs because it gives those responsible for production and expense a share in all operating profits over and above the established quota. All non-productive profits are, of course, credited to the company.

Many operating companies today might well apply the system that has made General Motors Corporation such an outstanding financial success. Definite facts and figures must replace hunches and guesses if prosperity is to be nation-wide and continuous. It is not the bulk of profit but net profit in proportion to cost that makes for prosperity.

### H. Q. Mills Elected by Anchor and Capstan Companies

Harry Q. Mills, formerly in charge of the West Coast offices at San Francisco of the Anchor Cap & Closure Corporation, Long Island City, N. Y., and the Capstan Glass Company, Connellsville, Pa., has been elected vice-president of both companies. He has been with the Anchor company since 1910 and with the Capstan company since its founding in 1918.

Hugh Crawford, formerly assistant to Mr. Mills at the San Francisco office, will have charge of that office, with Leon C. Lee, formerly manager of the Los Angeles office as his assistant. Tom E. Manwarring, formerly manager of the Atlanta office, will become manager of the Los Angeles office and R. Brooks Brown, Jr., will succeed him as manager of the Atlanta office.

### A. K. Houlberg Joins Vanderhoof Agency

Arthur K. Houlberg, recently in charge of art and production for the Bellamy-Neff Company, Chicago advertising agency, has joined the art and layout staff of Vanderhoof & Company, advertising agency of that city.

### N. D. Vaughan with Sweeney & McDonald

Norman D. Vaughan has joined Sweeney & McDonald, publishers' representatives, Boston. Mr. Vaughan had been with the Byrd Antarctic Expedition.





## Why Washington Was One of the Big Four

That THE STAR stood fourth in advertising lineage among all the newspapers of the country for the first six months of 1930, exceeded only by the Detroit News, New York Times and Chicago Tribune, is due to two factors:

The importance of the Washington Market to the manufacturers of both commodities and luxuries.

And, recognition of the complete coverage assured through THE STAR.

In local display advertising THE STAR outclassed EVERY newspaper ANYWHERE in the United States—significant of what local business KNOWS of THE STAR'S all-including home circulation.

You'll find a study of the Washington Newspaper Reader Survey just completed by the American Association of Advertising Agencies both interesting and convincing.

## The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:

Dan A. Carroll  
110 E. 42nd Street

Member

The 100,000 Group  
of American Cities

Chicago Office:

J. E. Lutz  
Lake Michigan Bldg.

# IN IOWA, THESE DAILIES OFFER ADVERTISE COVERAGE PLUS

**I**N Uncle Sam's big family, there have been a lot of sickly children since the "epidemic" started back in November, 1929; some of these are now "doing quite nicely, thank you," but Iowa, through it all, has been healthy, prosperous and busy.

Proof of this last statement is the fact that Iowa gas tax collections for the fiscal year ending June 30, 1930 show that Iowans purchased 376,504,000 gallons of gasoline during the past 12 months—or 60,009,676 gallons more than in the previous year. A recent bank survey reveals that Iowa bookings for European travel this year are greater than ever before. Iowa's gain in this respect leads all other states and is a 25 per cent increase. Furthermore, the 1930 census checkers found less than nine-tenths of 1 per cent of Iowa's total population out of work, and this low figure has undoubtedly been further reduced by Iowa's gigantic 1930 road-building program which got underway after the census count was made.

Yes sir, Iowa is in a mighty healthy condition, and that leads to the main point of our story. If you want maximum reception for your merchandise in Iowa, you must back your sales effort with advertising in the daily newspapers serving

## IOWA DAILY PRESS

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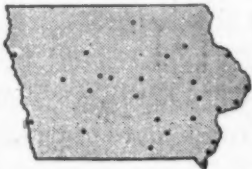
RES ASSOCIATION



Iowa's key markets. If you want to reach the 2,302,909 people living in the markets served by Iowa Daily Press Association dailies, you must use this association's total circulation of 7,074 . . . an average of close to one newspaper per family.

Recording all the day's news, from the smallest local item to big front page stories received over their press wires, these newspapers have won for themselves remarkable reader-loyalty . . . so remarkable, in fact, that every copy of one of these dailies is recognized as an essential part of the home it enters. All of which shows why experienced advertisers who want coverage *plus* in Iowa consistently advertise in these important dailies.

Des Moines . . . . . Tribune  
Davenport . . . . . News-Republican  
Hawkeye . . . . . Gazette  
Hawkeye . . . . . Gazette  
Hawkeye . . . . . Hawk-Eye  
Hawkeye . . . . . Daily Herald  
Hawkeye . . . . . Daily Herald  
Hawkeye . . . . . Gazette & Republican  
Hawkeye . . . . . Citizen  
Hawkeye . . . . . Herald  
Hawkeye . . . . . Nonpareil  
Hawkeye . . . . . News-Advertiser  
Hawkeye . . . . . Democrat & Leader  
Hawkeye . . . . . Times  
Hawkeye . . . . . Telegraph-Herald  
Hawkeye . . . . . Times-Journal



The dots, shown on the map above, indicate the location of daily newspapers in Iowa. Note, they are scattered over the state, covering the 27 distinct and separate key markets.

Fort Dodge . . . . . Messenger & Chronicle  
Fort Madison . . . . . Democrat  
Iowa City . . . . . Press Citizen  
Keokuk . . . . . Gate City  
Marshalltown . . . . . Times-Republican  
Mason City . . . . . Globe-Gazette  
Muscatine . . . . . Journal & News-Tribune  
Newton . . . . . News  
Oelwein . . . . . Daily Register  
Oskaloosa . . . . . Herald  
Ottumwa . . . . . Courier  
Perry . . . . . Chief  
Sioux City . . . . . Journal  
Sioux City . . . . . Tribune  
Washington . . . . . Journal  
Waterloo . . . . . Daily Courier  
Waterloo . . . . . Tribune

Office of the President  
Council Bluffs, Iowa

# Kansas — 113,289 Missouri — 161,141

Of all farm papers, The Weekly Kansas City Star has the largest total and largest rural route circulation in Kansas and the largest total and largest rural route circulation in Missouri—

Besides having the largest weekly rural route circulation in America.

## **The Weekly Kansas City Star.**

**500,000 Paid-in-Advance  
Circulation**

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# A Training Course for Direct Selling

This Company Provides an Intensive Course for New Men and Then Follows with Instruction in the Field

By Ralph H. Jones

Sales Manager, The Scott & Fetzer Company (Suction Cleaners)

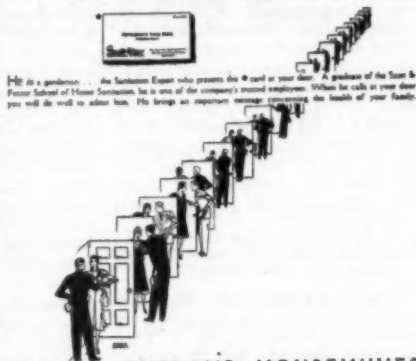
COUNTLESS thousands of salesmen are hired and put to work every year. One would think that eventually the question of having enough salesmen in any organization would be answered, that there would no longer be any room in any given operation for additional men. That this is not the case is evidenced to sales managers everywhere.

What brings about the turnover in sales forces? The theory has been advanced that salesmen generally are of a roving disposition, that they are not satisfied and contented with their lot wherever it may be. Is it only a question of the wanderlust that actuates salesmen to continue to make frequent changes? The keenest minds in business today are not, by any means, agreed on this careless conclusion.

I believe that we, as a direct selling organization, have taken some steps in the right direction. Our product, an electrical specialty, is sold direct to the consumer—straight house-to-house canvassing. The specialty man has been cataloged as the worst offender, when it comes to shifting about from one position to another. He, more than other types of salesmen, has been labeled as an uncertain quantity so far as permanency is concerned. We do not subscribe to this and to prove our point that potential salesmen need help rather than criticism, we have adopted an educational program which works.

Those who are charged with the responsibility of interviewing pros-

pective salesmen have been selected because of their peculiar adaptability in selling a sales story. You cannot hope to interest the average salesman working on a strictly commission basis, in work which demands the very best sales intel-



He is a gentleman... the Suction Cleaner who presents the #1 card at your door. A graduate of the Scott & Fetzer School of House Salesmen, he is one of the company's trained employees. When he calls at your door you will do well to admit him. He brings an important message concerning the health of your family.

10,000 CLEVELAND HOUSEWIVES  
HAVE OPENED THEIR DOORS  
TO THESE GENTLEMEN

A Spine Strengthening for the Salesmen to Get This  
Introduction—Part of a Newspaper Page

ligence, unless you can drive home to him forcefully, dramatically and intelligently the opportunities which exist in this business. These men who do the interviewing are first given the educational program—a two-day course in *how* men should be interviewed, teaching them a clear, concise, rapid-fire story and then turning them loose on prospective candidates as they appear in answer to our newspaper advertisements.

When the prospective salesman appears on the scene, a few of the major details of his past experience are brought to light and then the point-blank question is asked of him, "Are you suffi-

ciently interested in making a success of yourself to devote four full days to intensive training?" If his answer is negative or if he seems reluctant to express himself positively, we do not feel that he is good material upon which to work. If, on the other hand, he says that he is willing to put forth that much mental effort without any cash return, then he is asked to return at a later hour the same day for a physical demonstration and presentation of our product.

The demonstrator is thoroughly familiar with the product, he is expert at its presentation, and his story is concise and to the point, full of dramatic moments and delivered with just as much fire and enthusiasm as a man can command. Here it is that we make our first major appeal to the prospective salesman. Of those who attend the presentation we have found that 30 to 50 per cent sign applications for employment. The class then goes into the four-day training period.

#### *Permitting the Salesman to Develop His Own Sales Talk*

This classroom work does not consist of mere set phrases and parrot-like repetitions of a pre-digested sales talk, but is a comprehensive training of the salesman along lines which will permit him to develop his *own* sales talk around our suggested outline. We believe sincerely in the value of a "canned" presentation; it provides something for the man to say when he does not have sufficient initiative to build his own story. We are especially interested, however, in the better-than-average type of man who realizes that an outline is necessary, but who will build his own story around this penciled sketch.

From eight o'clock in the morning until noon and from one until five every day for four days, this class work is held. Classroom work is orderly, intelligent and thorough. Men attending these classes are required to take notes and at the end of the second day to go through with an oral ex-

amination covering the points which have been previously explained. Each man is required to learn the nomenclature of the various units in the Scott & Fitzer Sanitation System, what each is for and what work each will do. He is further required to "sell" one or more of the various units before the class. He is permitted to complete his presentation before any criticism is made of it by the personnel manager.

The personnel manager must be tactful, patient and in complete charge of the situation at all times. If classroom work is permitted to degenerate into open discussions with conflicting opinions from all sides, its value is lost. We know that there is a certain personal pride on the part of the men taking this course and we recommend a scale of grading of each student's work. Those who show unusual aptitude and ability are given special training at a later date, preparing them for crew manager and field manager positions after they have qualified as salesmen.

We follow the work of the classroom with careful field supervision and our field managers are required to work closely with new men assigned to them. If, from the daily report of the field manager, the new salesman is shown to have difficulty in arranging demonstrations, then it is a self-evident fact that he is weak in his approach. If he is having no difficulty securing permission to demonstrate but is failing to make sales, he may be weak in presentation or in his close, lacking force and directness, in which case an experienced man is sent to watch his work in the field and the report determines whether he needs more classroom training.

It is not the man who is making money who is constantly moving about from one job to the next, but rather the man who is not successful. If we properly train men and give them the mental and physical tools with which to function, they will make money.

The net result of this training

July 31, 1930

July 31, 1930

PRINTERS' INK

127

## New England's Second Largest Market

In the First 6 Months of 1930

# The Providence Journal and The Evening Bulletin

Carried 185,572 lines  
or 88.30%

of all Resort and Travel Advertising  
in Providence Newspapers

These newspapers reach a market representing thousands of travelers who spend annually more than \$5,000,000 for tours and travel.

Providence Journal and Evening Bulletin readers are travel buyers who consult their newspapers with confidence when planning for travel and vacations.

Net Paid Circulation  
6 Months ending March 31, 1930

128,158 Daily  
86,912 Sunday

## PROVIDENCE JOURNAL COMPANY

PROVIDENCE, R.I.

NATIONAL REPRESENTATIVES

CHAS. H. EDDY COMPANY  
Boston

R. J. BIDWELL COMPANY  
Los Angeles

New York

San Francisco

Chicago

Seattle

plan has been a material increase in the number of salesmen remaining with the organization a year or more. Many of these men, from their past records, have had two or more jobs during the previous twelve months.

### House-to-House Distributors Plan Campaign

Adoption of a program to acquaint advertisers with the possibilities and mechanics of house-to-house distributing and its co-ordination with the use of other advertising mediums was the major development of the 1936 convention of The Exclusive Distributors Association of United States, Inc., held at Milwaukee. Earl E. Reeder, of South Bend, Ind., was appointed director of promotion by the association in full charge of the program.

Officers and directors chosen at the convention are: Will H. Weaver, Weaver Advertising Distributing Company, South Bend, re-elected president for the fifth consecutive time; Arthur Adler, general manager, J. T. Cassidy, Inc., Philadelphia, vice-president, and George Ueber, president of Ueber & Sons, Milwaukee, director. Other directors are W. E. DuQuay, of the W. E. DuQuay Distributing Service, Oklahoma City, and J. C. Russell, manager of the Southern Distributing and Advertising Agency, San Antonio, Tex. The Exclusive Distributors Association includes 300 member organizations.

### New Accounts for Emil Brisacher

The Western Division of the American Institute of Food Products has appointed the Los Angeles office of Emil Brisacher and Staff to direct its advertising account. Newspaper and radio advertising are being used.

The Mandarin Food Products Company, Los Angeles, Mandarin Chinese canned foods, has also appointed Emil Brisacher and Staff to direct its advertising. Newspapers and business papers will be used.

### Death of A. D. Stewart

A. Donald Stewart, formerly vice-president and general sales manager of the Whitefield Citrus Corporation, died last week at Minola, N. Y., at the age of forty-two. He was at one time vice-president in charge of sales and advertising of the Mavis Bottling Company, New York, and, before that, had been for three years general sales manager and director of advertising of Ludens, Inc., Reading, Pa.

### General Motors Advances D. P. Brother

D. P. Brother, formerly assistant director of the sales and advertising section of the General Motors Corporation, Detroit, has been appointed director of the advertising section.

### Glenn Snyder, Commercial Manager, Station WLS

Glenn Snyder, for the last year a member of the advertising staff of the *Prairie Farmer*, Chicago, has been appointed commercial manager of radio station WLS, controlled and operated by that publication. He was at one time advertising manager of the *Nebraska Farmer*, Lincoln, Nebr., and later, general manager of the *Wisconsin Agriculturist*, now consolidated with the *Wisconsin Farmer*.

E. O. Boe, for several years advertising representative of *Wallaces Farmer*, Des Moines, and, more recently, advertising manager of *Western Farm Life*, Denver, has joined the *Prairie Farmer*, as a member of the advertising staff.

### A. H. Payne Starts Own Business

A. H. Payne, formerly with the Educational Advertising Company, Inc., publishers' representative, New York, and, before that, with the Outdoor Advertising Agency of America, Inc., of which he was treasurer, has established an advertising business under his own name at 15 East 40th Street, New York.

### Is Now "Radio-Music Merchant"

The *Talking Machine World & Radio-Music Merchant*, published at New York by the Federated Business Publications, Inc., has changed its name to the *Radio-Music Merchant*, effective with the August issue. The change is one of name only.

### Niagara Motors to Japha Agency

The Niagara Motors Corporation, Dunkirk, N. Y., has appointed the Japha Advertising Agency, Inc., Buffalo, N. Y., to direct its advertising account. Class magazines and direct mail will be used.

### With San Francisco "Examiner"

C. G. Bewley, formerly with the advertising department of the San Francisco *Call-Bulletin*, has joined the local display advertising staff of the San Francisco *Examiner*.

### G. M. Babst to Leave Johnson Motor

G. M. Babst has resigned as sales promotion manager and director of sales of the Johnson Motor Company, Waukegan, Ill., effective September 1.

### Periodical Publishers to Meet

The eleventh annual meeting of the National Publishers Association will be held this year at Skytop Lodge, Skytop, Pa., on September 16 and 17.



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# *The New* **Physical Culture** **GAINS** In Circulation

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As the Physical Culture Family  
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# **PHYSICAL CULTURE**

*The National Magazine of HEALTH and BEAUTY*  
MORE THAN 300,000 FAMILIES *Live* BY IT



## CONSOLIDATED



**FULLER & SMITH & ROSS INC.**  
NEW YORK CLEVELAND SAN FRANCISCO

*Advertising*

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## *Our Fields Adjoined*



The consummation has been made. What was but a desire has become an actuality. It can now be told that the two agencies who blend their names in the signature below have linked their destinies. ★ Before this date we signed ourselves, Fuller & Smith of *Cleveland* and F. J. Ross Company of *New York and San Francisco*. ★ Our lands adjoined. We complemented each other in the soundest national sense. *That* indicated the merging. Fuller & Smith, operating from the Middle-West, felt with the spread of their own and their clients' businesses, an ever increasing need for offices on the coasts. F. J. Ross Company, operating on either seaboard, knew a corresponding pressure for movement inland. ★ So for each of us the line of development was laid down by the natural law of geographic expansion. And we met; and, having met, moved surely toward unification, because we found in each other a harmony of basic things. ★ We discovered a parity of professional capacity, an equality of creative eagerness, a similarity of agency intent. These are important agreements in advertising men. To us they seem to promise that our *new* concern will find a broad future for itself and a wide utility for those it serves.

---

MEMBER 100,000 GROUP OF AMERICAN CITIES

**PEORIA** is one of the few cities where employment is above 1929

**T**HE Caterpillar Tractor Co. just completing expansion program which increases its plant to double its former size . . . all Peoria industries at or above normal . . . new bridge over Illinois River, and Federal Barge Terminal on Deep Waterway under construction . . . 1930 Building permits \$1,000,000 ahead of 1929 . . . more than 2,500 new families moved into Greater Peoria in past 18 months . . . **AND THIS MEANS THERE ARE MANY NEEDS TO BE FILLED . . . NEW HOMES . . . BUILDING MATERIALS . . . ROOFING . . . HOME EQUIPMENT FURNITURE . . . FURNISHINGS . . . ELECTRICAL APPLIANCES . . . RADIOS . . . AUTOMOBILES . . . MORE FOOD . . . MORE CLOTHING, ETC.**

ALL OF WHICH PLACES **PEORIA**  
VERY NEAR THE TOP OF THE LIST  
OF **PRODUCTIVE MARKETS**  
FOR 1930 ADVERTISERS

**BIG BUSINESS IS HERE FOR ADVERTISERS WHO WILL USE AN ADEQUATE CAMPAIGN . . . REACHING 4 OUT OF 5 HOMES THRU . . .**

## THE PEORIA JOURNAL-TRANSCRIPT

Chas. H. Eddy Co., Natl. Rep., Chicago, New York, Boston

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# Yes, Money *May* Lead to Trouble

But Even Though I Am My Brother's Keeper, I Have No Right to  
Keep His Earnings

By an Employer Who Was an Employee

WHILE it is true that I may be my brother's keeper, I have not the least shadow of right to keep him in a cage and on a diet of my own choosing. I have no right to tether him so he can only graze where the grass is short. I may warn him that long grass is indigestible, but if he insists on eating it and taking his chances of suffering—that is his right.

And turning from metaphor—mixed though it be—I have no right to deprive my brother—or my employee—of the full reward of his labor, on any ground whatever, least of all on the ground that for him to receive it would not be "good for him."

Such are the ruminations aroused by the reading of the sixth episode from the life of George P. Rowell, published in the issue of July 17, of *PRINTERS' INK*, and entitled "Money May Lead to Trouble." Mr. Rowell was a man of good hard common sense, a philosopher who understood the mainsprings of humanity, yet in the humble opinion of one who will never rise to his eminence, Mr. Rowell's attitude toward his employees, as illustrated in this sixth episode, is wrong—basically and fundamentally wrong.

Let me quote the author: "The next time I made a request for more money, Mr. Rowell placed a hand on each of my shoulders and advised:

"Frank, for your own good I shall say No. You do not require more than you are now earning in order to live nicely and save a little. Were I to grant your request I might be responsible for your getting into trouble."

Now I take it to be a truism that the workman is worthy of his hire. His status in society, in education, in years, is quite beside the mark. If the worker earns \$10 he should receive \$10, and that goes, whether he be man or woman, girl or boy. To with-

hold \$2 from him on the ground that it would not be "good for him" to receive so much money is equivalent to saying that the employer thinks he needs it more. Mr. Rowell said that Frank did not "require" more than he was "earning." Possibly he did not *require* more, but it was *due* him, proof of which is shown by the statement that it later was granted.

If Mr. Rowell felt that Frank was receiving all he earned—that his work was not worth the increase he asked—he was, of course, perfectly justified in refusing to pay it, and then, if he wished, "letting him out" on the ground that neither he nor Frank "could be happy under such circumstances." But to deny the increase asked—to withhold money honestly earned—assuming that Frank *was* worth the increase—because "you do not require more than you are now earning!" What would Mr. Rowell have said, if a paternal Government should have decided that he should not make any more money; that it would not be "good for him" to make it? I strongly fear that Mr. Rowell would have set up a bitter cry at the "injustice of Uncle Sam."

## *The Argument of the Slave Holder*

By what right does my employer set himself up to judge that it is not "good" for me to receive all the money I have earned—that the excess is much safer in his pocket than in mine? That was the argument of the slave holder—that it would not be good for the slave to give him his freedom. That was the argument of many a ruler—that it would not be good to give the people votes. What those worthies really meant was that it would not be good for *them* to free the slaves or to enfranchise the people.

I operate a small factory and employ from twenty to thirty-five people, according to the season.

Frequently I am called upon to answer a request for a raise in pay and usually it has to be denied—but never have I had the temerity to say that the denial was for the worker's own good.

Before launching in business for myself, I was for fifteen years or more an employee, and never in that time did I ask for a raise in pay. If I felt that I deserved it, and it did not come voluntarily, I sought some other employer who would be more appreciative or who would recognize my value.

Early in life I became possessed of the idea that I was the employer and that my "boss" was an employee, exactly the reverse of the usual idea, yet exactly the same as the relation of landlord and tenant. The landlord has a house. I need one. I hire his house just so long as it suits me and when it ceases to suit I move elsewhere.

Just so the employee: He has ability, strength, skill, experience as may be, but he lacks the tools wherewith to work. The "boss" has the tools or materials he requires with which to work and exercise his skill or ability. So he goes to the boss and, after convincing him of his skill, induces him to "rent" him the tools and lend him the materials, paying for the use of the tools with part of what he earns with them.

Because the boss is better qualified to find a market for the results of his work, the financing of the business is usually left to him but that does not alter the fact that it is the worker who produces the wealth.

Because of having this strange viewpoint, as stated above, I never asked for a raise. I knew—every intelligent worker knows—whether I was receiving all I earned or not, and if I wasn't receiving it, if the boss withheld more than his fair share of the product of my work then I "fired" my boss and employed another.

That is the reason that requests for more pay by my employees are usually denied. When I am convinced that a worker is earning more than he is receiving an increase is granted unasked, and that has happened a score or more times

in the last three years. But on only three occasions have employees asked and received an increase. Not once, however, did I feel that the increase was being earned. I yielded as a matter of policy.

I quite agree with Mr. Rowell's contention that it is usually unwise to retain an employee who has asked for and been denied a raise in pay. Neither employee nor employer is likely to be happy in the association thereafter. But sometimes an employee can be made to see and to realize that he is not worth more money than he is receiving. Sometimes, when told the "reason why" he will understand. But in such a case, it has been the writer's experience, the employee will quickly repair his shortcomings and by wiping out that "reason why" he will, at least in one factory, receive the increase automatically.

Does this plan work? Well, I have been five years in business and six of my present employees have been with me more than two years; four have been four years in my employ and two have been with me since I started in business. Two others who were in this last named class have recently resigned because they married.

Yes, money may lead to trouble, but if the possession of it leads an employee into trouble, I cannot feel that I am to blame. If I did feel so, my cue would be to reduce salaries to the lowest possible level on the theory that the less money an employee had, the less likely he would be to get into trouble and hence the less blamable his employer.

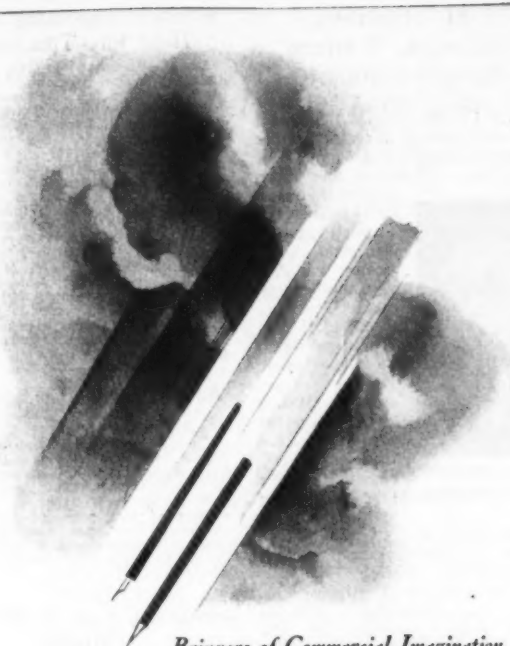
How my employees spend their money is no care of mine. I am ready always to give them the benefit of my poor advice—and have frequently done so—on how it may be profitably invested. But if they squander it—or engage in riotous living—or get married on a shoestring—that is their funeral. I only know that I have no more right to decide what is for their good than they would have to decide that it was not good for me to receive an honest day's work in exchange for the wages I pay them.

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*Bringers of Commercial Imagination  
to American Business*

THE ADVERTISING FOR

**BEST FOODS  
MAYONNAISE**

*"the crystal jar"*



*is created and placed by*

**McMULLEN, STERLING and CHALFANT, Inc.**

250 PARK AVENUE  
NEW YORK CITY

## J. H. Dunham, Chairman, Western Agency Council

**JOHN H. DUNHAM**, chairman of the board of directors of the Dunham-Younggreen-Lesan Company, Inc., Chicago, has been



© Blank & Stoller  
John H. Dunham

elected chairman of the Western Council of the American Association of Advertising Agencies. He succeeds R. L. Hurst, president of the Batten, Barton, Durstine & Osborn Corporation of Illinois, who was elected vice-chairman for the coming term. D. D.

Warner, treasurer of the Mason Warner Company, Inc., is secretary-treasurer.

The new board of directors includes the following: Charles Daniel Frey, president of the Charles Daniel Frey Company; C. C. Fogarty, vice-president and treasurer of the Matteson-Fogarty-Jordan Company, Inc.; James D. Woolf, vice-president of the J. Walter Thompson Company, Inc.; and F. G. Cramer, president of the Cramer-Krasselt Company. With the exception of Mr. Cramer, who is of Milwaukee, all the directors have their headquarters at Chicago.

## L. W. Smith, Jr., Appointed by Combustioneer

Lorin W. Smith, Jr., for the last three years with the Minneapolis-Honeywell Regulator Company, Minneapolis, in charge of Jewell sales promotion, has been appointed sales promotion manager of Combustioneer, Inc., Goshen, Ind., manufacturer of Combustioneer automatic coal burners.

## New Accounts for Advertisers' Service

The Hauk Manufacturing Company and the Dostal & Lowey Hydro Company, both of Milwaukee, have appointed Advertisers' Service, of that city, to direct their advertising accounts. Business papers and direct mail will be used.

## Western Advertising Golfers Hold July Tournament

M. D. Stewart won the low gross prize and Walter B. Schmidt the award for low net in the July tournament of the Western Advertising Golfers' Association at the Butterfield Country Club. Stewart's score for the twenty-seven holes of play was 115, D. E. Sawyer's 117 placing him as runner-up.

Winners and runners-up, respectively, in the foursome flights were as follows: M. D. Stewart and W. Williams; W. B. Schmidt and W. L. Washburn; C. M. Freeman and L. L. Northrup; D. E. Sawyer and John Victor; Don Smith and H. G. Schuster; H. M. Brenneise and T. Dowst; E. R. Goble and G. M. McCallum; F. Wilcoxon and R. Richardson; L. T. Piper and T. J. Morris; H. E. Cole and James Mason; Guy Abbott and O. C. Harn; Graham Stewart and Oscar Bryn.

## Advertises Packaged Servings of Pie

The Tasty Baking Company, Philadelphia, maker of Tastykake, is advertising a new product, TastyPie, in newspapers in Pennsylvania, Delaware and New Jersey. TastyPie is an individual serving of pie, packaged in a carton providing ventilation for the bottom crust. The advertising is being handled by W. H. Trump, advertising, of that city.

## American Fork & Hoe Plans Merger

Subject to the approval of stockholders, the American Fork & Hoe Company, Cleveland, is planning a merger which will include the Kelley Axe & Tool Company, Charlestown, W. Va., and the Skelton Shovel Company, Dunkirk, N. Y.

## Appoints Olmsted-Hewitt

The Lewis Corporation, Minneapolis, manufacturer of the Lewis Air Conditioner and the Humitrol, has appointed Olmsted-Hewitt, Inc., advertising agency of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

## Golf Club Account with Addison Vars

The New York office of Addison Vars, Inc., advertising agency, is handling the advertising account of the Shavolite Golf Club Company, New York. Sporting publications are being used.

## Acquires Philadelphia "Tageblatt"

Gustav Mayer, publisher of the *Gazette-Democrat*, Philadelphia German newspaper, has purchased the *Tageblatt*, of that city. Both papers will continue to be published separately.



*Since Leadership In*  
**CLASSIFIED**  
**ADVERTISING**  
 Indicates Degree of  
**READER RESPONSE**

. . . and all advertising authorities agree on that point . . . it is with pardonable pride that the following classified advertising figures for the first five months of 1930 are submitted. The Inquirer's total of 1,511,534 lines represents 288,591 lines MORE than was published in any other Philadelphia newspaper—morning or evening. What more substantial proof could be offered of the faith Philadelphians have in The Inquirer?

\* \* \* \* \*

As the traveler in another land asks the natives for guidance, so, too, should the National Advertiser heed the demonstrated preference of local readers and advertisers.

## The Philadelphia Inquirer

Broad and Callowhill Sts., Philadelphia

*Branch Offices*

NEW YORK—285 Madison Avenue

SAN FRANCISCO

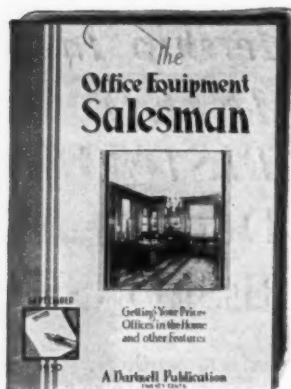
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 Russ Building

DETROIT

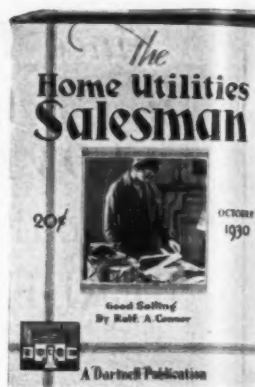
John B. Woodward  
 408 Fine Arts Bldg.

CHICAGO

John B. Woodward  
 500 N. Michigan Ave.



Reaching 5,000 leading office equipment dealers and their salesmen. Gives practical ideas for increasing sale of the higher priced equipment. \$2.00 a year.



Reaching 7,000 important distributors of electrical and other appliances sold to the home. Also picked group of distributors' salesmen. \$2.00 a year.

## Four New Dartnell Sales Magazines

To be published every month, starting in September to help distributors and their salesmen, at home and abroad, to sell more of the so-called "hard-to-sell" equipment to homes, to offices, to factories.

These magazines will be edited by the same staff which for fourteen years has published the Dartnell Service for Sales Executives; PRINTED SALESMANSHIP Magazine; the Dartnell Retail Merchandising Service; the Dartnell Weekly News-Bulletins for Salesmen, and which founded and until 1928 published *Sales Management Magazine*.

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## Moving Your Product Off the Dealer's Floor

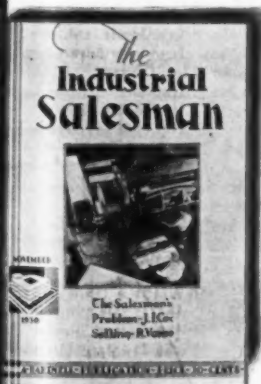
to sell the dealer is not enough. Repeat orders depend upon the sales effort and enthusiasm that the dealer—and his salesmen—put behind it.

These magazines provide manufacturers of equipment that requires creative selling with a means of getting salesmen to put more effort behind a product.

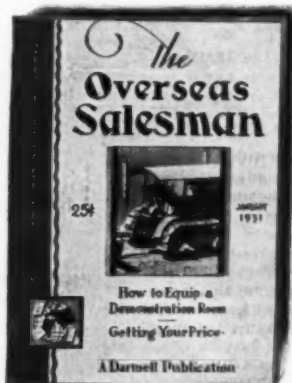
The editorial pages will quicken the salesman's desire to do something more than merely take orders—the advertising pages will suggest *concrete* ways of transforming this desire into action.

THE DARTNELL CORPORATION, *Publishers*

4660 RAVENSWOOD AVENUE, CHICAGO



Reaching 4,000 plant equipment dealers, mill supply jobbers and salesmen selling to industry. A practical, sales-stimulating magazine. \$2.00 a year.



Reaching 4,000 importers and distributors of American-made equipment abroad, giving them ideas especially selected for world-wide adaptation. \$3.00 a year.

# FROM PESSIMISM TO RECOVERY

Recession, after a full year, is apparently close to, or actually at, the bottom of the depression. The transition from destructive optimism to the more recent constructive pessimism is a hopeful sign, and, it is believed, marks the beginning of recovery.

September 1st should find business rising from its present prone position to a sitting posture, and rapidly regaining its feet and stride as the Fall season advances.

A graph, showing prospects during August in nine leading fields will be sent you upon receipt of a request on your business stationery

Address News Forecast Service, care of Rodney Derby

## UNITED BUSINESS PUBLISHERS

Incorporated

239 W. 39th St. New York

Whose publications broadly cover  
the following fields

### METAL TRADES

The Iron Age

### HARDWARE TRADE

Hardware Age  
Hardware Age Catalog  
Hardware Age Verified List

### AUTOMOTIVE

Automotive Industries  
Automobile Trade  
Journal and Motor Age  
Motor World Wholesale  
The Commercial Car  
Journal and Operation & Maintenance  
Automotive Industrial Red Book  
Chilton Automotive Multi-Guide  
Chilton Aero Directory and Catalog

### OIL

Oil Field Engineering  
Chilton Petroleum Hand Book

### WAREHOUSING

Distribution and Warehousing

### TOYS

Toy World

### INSURANCE

The Spectator

### TEXTILE

Dry Goods Economist  
Economist Buyers Directory  
Nugents  
Nugent's Directory  
National Dry Goods Reporter Wholesale  
Chicago Where To Buy Book

### SHOES & HOSIERY

Boot and Shoe Recorder  
Hosiery Age

### JEWELRY & OPTICAL

The Jewelers' Circular  
The Optical Journal  
The Jewelers' Circular Buyers' Directory

### PLUMBING & HEATING

Sanitary and Heating Age

### LUMBER

National Lumberman



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## Bigger Than Balance Sheets

(Continued from page 8)

mands that wages and salaries be liquidated, can think that mass production can continue without mass consumption, is the great American mystery.

\* \* \*

A. R. ERSKINE  
President

The Studebaker Company

"We have established a standardized working force which works varying hours daily according to production requirements. Have not even considered reducing wages or salaries and do not expect to be confronted with such an alternative."

The automobile industry, working on a schedule of lower production is reputed to be one of the hardest hit. It was freely predicted that wage and salary cuts would immediately follow the big news of the Chrysler cut. Mr. Erskine brings out a startling, new, mechanical improvement, releases a million-dollar advertising appropriation to tell people about it, and says "have not even considered reducing wages or salaries." My hat is off to Studebaker.

Mr. Erskine's wire and recent activities are, in my opinion, the biggest recent news in the industry which can claim to have had a really important share in creating America's industrial supremacy. His statement indicates clearly that there are real leaders in the industry, that some of them have faith in the country's future and say it with pay checks instead of generalities about fundamental conditions.

\* \* \*

CHARLES R. HOOK  
President

American Rolling Mill Company

"As far as we know there have been no wage reductions made or contemplated in the steel industry. We, and as far as I know, other steel corporations, are of

the same opinion that there should be no wage reductions. They would, in our opinion, retard and not stimulate business."

As any man who has visited Middletown knows, the makers of Armco iron have a factory and a payroll that dominates the city. The citizens of this city place far more stock in what comes from the big boss than any amount of cheerful statements from distant places. There will be money for automobiles in Middletown and I hope they will be Studebakers — or Franklins.

\* \* \*

A. C. LORING  
President

Pillsbury Flour Mills Company

"We have not contemplated any reduction in wages now or in immediate future."

Short and to the point. Pillsbury's is a big plant. If it should announce a wage and salary reduction of 15 per cent there would be several hundred thousand dollars less a month passing across the retail counters of the stores of Minneapolis. The fact that payrolls will be intact is news that stimulates buying. The new spirit in industry starts a virtuous, not a vicious, circle in motion.

\* \* \*

HERBERT V. KOHLER  
Executive Vice-President  
The Kohler Company

"In the absence of Governor Walter J. Kohler I reply to your telegram of the twenty-first as follows: Kohler Company is maintaining its organization and its wage scale."

Somehow that sort of wire sounds a whole lot more convincing than "the fundamentals are sound" variety. The Kohlers of Kohler are maintaining their organization and the wage scale of the men and women who work there. The workers in the Governor of Wisconsin's plant can continue to buy merchandise made in other factories. The wives of

**Tell Them!**  
**50,000**  
**SUBSCRIBERS**

*Style Sources*  
*Women's Wear Daily*

**150,000**  
**READERS**  
**Sell Them!**

New York  
 8 East 13th Street.

## RETOUCHING SPECIALISTS

BLACK  
 AND  
 WHITE  
 •  
 COLOR

ADDA AND  
 KUENSTLER  
 STUDIOS

70 E. 45 - NEW YORK  
 Murray Hill 9237

the workers there can go into department stores and buy; salesmen can sell there. One man's policy again makes his town a bright spot on the industrial map.

HOWARD COONLEY  
*President*

Walworth Company

"The Walworth Company has no thought of reducing salaries or wages. In fact, under present conditions we believe this would be unfortunate, and we see nothing in the future to warrant such a step.

"On the other hand, I feel that I have no right to commit myself and my company over a long period of time. Although I believe that the severest point of the depression is over, I have no proofs to offer, and, therefore, I feel that to make a promise for the future would be unwise."

Two things about Mr. Coonley's statement stand out. There is a fine appreciation in it of the great interdependence of business. "Under present conditions this would be unfortunate." It would be, to other makers of merchandise who are trying to sell their output. Also, Mr. Coonley is noted as a careful analyst, his ability to forecast has been proved in the past. He "sees nothing in the future to warrant such a step."

I appreciate the viewpoint of an exact man who doesn't want to put his company on record indefinitely. Yet his statement for the immediate future is most definite. "The Walworth Company has no thought of reducing salaries or wages."

\* \* \*

Another large New England employer of labor, the maker of Walk-Over Shoes, who contemplates no present cuts, does not care to look too far into the future.

HAROLD C. KEITH  
*President*

George E. Keith Company

"While our company has made no reductions in wages or salaries and contemplates none, yet competitive conditions and present uncertain business situation

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# RADIO

## R E S U L T S

No.1

# WHO?

Over a period of 20 weeks, a manufacturer, using morning half-hour broadcasts, induced 61,000 women to call at department stores to meet his representatives. He also added 400 new desirable retailers who had not carried his line before.

*The complete story may be secured from*

**SCOTT HOWE BOWEN, Inc.**

*Radio Station Representatives*

**274 Madison Avenue, New York City**

180 N. Michigan Ave.

Chicago, Illinois

Fisher Bldg.

Detroit, Mich.

10 High Street

Boston, Mass.

# Y O R K

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

# THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

**REYNOLDS-FITZGERALD, INC., National Representatives**

2 West 45th St., New York

1524 Chestnut St., Philadelphia

203 N. Wabash Ave., Chicago

401 Van Nuys Building, Los Angeles

240 Holbrook Building, San Francisco

**Over . . . .**  
**1,000,000**  
**Southern White**  
**People**

—read the Southern Methodist Publications. They are good substantial white people—the very cream of the South—people who can want to—and are ready to buy our products. Turn to Standard Rate and Data—or let us send you new figures and facts about this great untapped—easy to cover market.

**Lamar & Whitmore**  
**Publishers**

E. M. McNeill, Advertising Director  
 E. J. Lines, Traveling Representative  
 810 Broadway  
 Nashville, Tenn.

**OH-YES**

There is an organization that furnishes any kind of music and entertainment you desire for your coming convention, your annual outing or your excursion!

Its experience qualifies them to serve large national advertisers as well as the smaller advertisers.

And its name is

**Louis E. Walters**  
 PRINTERS' INK  
 1680 BROADWAY-N.Y.C.  
 COLUMBUS 6660

might force such changes at a later time." \* \* \*

Three other messages were received. One from Lammot du Pont, president of E. I. du Pont de Nemours & Company, famed Wilmington industrialist. He says that any present statement would be in the nature of a prophecy, "and I do not believe a prophecy at this time would be of much value." I don't blame Mr. du Pont for being cautious. His is a giant institution. He is seldom quoted in print. But I learned from other sources that he and his company are against a general policy of wage reductions.

A wire from one of the most important employing companies in the world is confidential and not for publication but decidedly in favor of no cuts. The reason for the reticence of the president at this time is sincerely explained. It is a logical reason, a most encouraging wire.

Five wires are here from secretaries whose bosses are "deep in the Maine woods," in Alaska, Europe, or "absent from city."

Then, I've saved this one for the last:

**ARTHUR ROEDER**  
*President*

Colorado Fuel & Iron Company

"No progressive management would cut wages or salaries merely because it might have an opportunity or excuse to do so. On the other hand, to say that cuts will not be made would be like declaring a dividend out of anticipated profits. Generally speaking, there is no justification for cutting wages without cutting salaries, at the same time. You probably remember Bob Ingersoll's reply when asked how he would improve the world. He said for one thing he would make health contagious instead of disease."

Let's make health contagious instead of disease. It looks like real industrial health to me when I get nineteen replies out of 25 wires, thirteen of which express opinions,

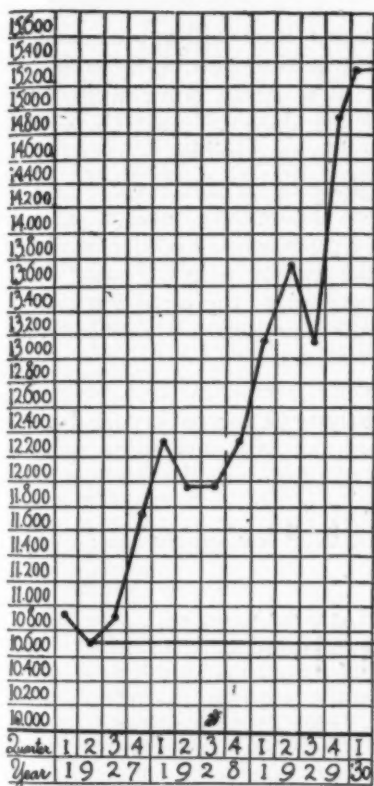
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# Audit Bureau of Circulation

Reports an increase of **100%** in more than six years



1930  
**15,291**

ALMOST  
**50%**  
INCREASE  
in  
**3 YEARS**

1927  
**10,605**  
9,600 in 1926  
8,100 in 1925  
7,500 in 1924

*That is why Advertising Lineage is on a steady Increase too!*

**NORDISK**  **TIDENDE**

Published weekly on Thursdays by  
**THE NORWEGIAN NEWS COMPANY**  
Sigurd J. Arnesen, President

4008 FOURTH AVE.

BROOKLYN, N.Y.

# A LIGHT DIET FOR DOG DAYS

Our August issue will appear true to the summer tradition—no heavy articles. We don't wish to harass our readers when the mercury climbs—we want them to be as comfortable as possible.

The material in this issue is guaranteed not to set the manufacturer off in a sweat. We have purposely avoided ramming facts down the agency man's throat. Yet, the articles are up to the usual PRINTERS' INK MONTHLY standard. We've just left out the heavy ones.

Put your feet on the desk, wiggle down in the hammock, or park your bones on a nice, cool veranda—and enjoy these varied articles. Perhaps you'll get a good idea for the fall.

Herewith a few suggestions:

**Aesop Glim** has written largely for the Weekly but he's done his best story for the August Monthly. It is titled, "Are You Proud of Being an Advertising Man?" and it should be on the "required" reading list of every agency man. Aesop took off his gloves to write this one and he's not pulling his punches.

**English advertising** has developed something new and refreshing in the use of the company signature. This article might be called "In at the Death, or, the Passing of the Logotype," for that is what the author, **Brian Rowe**, a Canadian advertising man, presages.

**Export today**—and how about the tariff? International markets for most manufacturers are inevi-

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able says Jose Reinhardt of Julius Kayser. Tariff or no tariff, American goods can and will be sold in foreign lands. The tariff is a new form of sales resistance and a bothersome one. Mr. Reinhardt discusses it intelligently.

K. L. Hamman, a prominent agency man on the Pacific Coast, reflecting on present business conditions, asks manufacturers not to expect any more from their advertising than they do in normal times. Advertising expense, he says, should be considered as another form of selling expense. When its results are compared to the results obtained from the other selling expenses its true worth will be appreciated.

A. H. Deute gets a big hand from hundreds of our readers. Others dislike him in proportion. To please his many admirers we publish another of his popular stories on selling, entitled, "Carrying Samples Breaks Price Objections." He knows the road and those who travel it.

Agency men say they like our new feature. Each month we get an agency man to pick out four ads he likes and we run them in a double page spread. Not the Four Ads of the Month, or anything like that—just four that please him. This month, Milton Towne, of Richardson, Alley & Richards makes the selections.

Other articles run the gamut of merchandising and advertising subjects. If, after you finish some of the above, you want a little amusement, turn to the playlet entitled "Mr. Baffup Shows His Copy"—fifteen minutes of sparkling humor in an agency copy room. And don't forget the Contact Man. He's found some interesting tales this month, culled from your world and ours.

# MEDFORD

## Harbor of Oregon's Sky Ways



**F**IRST airport in Oregon, first airmail station, first aerological weather bureau, first super airway radio station... all prove Medford is heedful of opportunity. Harbor of Oregon's sky ways, it typifies wealth, alertness, responsiveness.

Five thousand cars of Medford pears, shipped to the four corners of the world, will bring \$6,000,000 this year. Lumber, cement, apples, livestock will add another \$6,000,000 and thus increase bank deposits past even their present \$5,500,000. A 93% growth in the past ten years makes Medford Oregon's fifth largest city with over 11,000 residents and 25,000 more in its tributary market.

Every evening and Sunday morning, most Jackson County families read the Mail Tribune, buy its advertised goods. As modern as its readers, the Mail Tribune has Associated Press Service, United Press Service, Arthur Brisbane, a host of comics and features.

A. B. C. circulation of course, with 4,342 paid in advance subscribers on its last statement.

# MEDFORD MAIL TRIBUNE



Every day \$10,036 Oregon buyers read these twelve  
Mogensen Newspapers:

Albany Democrat-Herald	La Grange Observer
Ashland Tidings	Medford Mail Tribune
Astoria Astorian	Oregon City Enterprise
Eugene Register	Roseburg News-Review
Grants Pass Courier	Salem Capital-Journal
Klamath Falls Herald-News	The Dalles Chronicle



New York  
Chicago  
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**NEXT**

ten of which are definitely against wage and salary cuts, not one of which commends them as a way to better times.

Let's make the idea contagious that three out of four manufacturers are trying to keep from cutting wages and salaries, that more than 75 per cent of a cross-section of American industry is taking the "broad outlook on economics" which Owen Young says we need so badly today, and which was so very rare ten years ago. There are only about 1,500 factories that employ a large number of workers. The average payroll is less than forty-five wage earners.

When the smaller employer of labor knows that many of the big ones are willing and anxious to stand out against wage and salary cuts, he may follow along. A good example goes a long way. If bad news travels fast, good news can be carried far.

Here is good news, important news, news which means purchasing power, money across counters, places to sell goods.

Suppose that similar statements were made in the theaters by means of the talkies, quoted in the newspapers, business press and other mediums for making good industrial health contagious. It would be more interesting than a Micky Mouse cartoon, more far-reaching than the latest word on the newest racket.

Credit is due to the men who won't cut that part of the national purchasing power for which they are responsible, and who are willing to stand up in meeting and say so. I have presented some of them here. There are others.

Maintaining purchasing power at the source is the most important job in the country today—a bigger job than a slightly better balance sheet. For wages buy more shoes and automobiles than dividends, and "the best place to start reductions of income is from the overpaid, not the underpaid."

## Death of John Bourgeois

John Bourgeois, president of the General Printing Company, Detroit, for ten years, died recently at that city.

## This May Be For You or for your friend

The Dartnell Corporation will shortly announce a thoroughly new product that will command the respect of marketing executives. Through this new work the scope of our activity will be considerably increased.

We will have to supplement our force of field sales representatives by adding men in practically all business centers. We invite correspondence from capable specialty salesmen—particularly those who have had more than average success in selling ideas—intangibles.

The men we engage will find here a most interesting occupation. They will be trading ideas with sales and advertising executives all the time. The opportunities now open are for permanent connections. The right men will find plenty of room to step up in a live, medium-sized organization.

A liberal commission plan will provide much better than average income to men of vision and intelligence. But, they'll have to work hard to earn it.

This is the first time we have been in a position to offer new men such attractive openings. They represent a gateway to a worthwhile, important, and profitable career to the men we select. If you are a candidate please treat the matter in that light, and take pains to give full information on age, experience, capabilities, and earnings. If your friend applies, please caution him to supply full details.

### THE DARTNELL CORPORATION

4660 Ravenswood Avenue  
CHICAGO, ILLINOIS

## WANTED A JOB— TO DO A JOB

I have sold my interest and have resigned as President and General Manager of a large manufacturing company in which I was one of the principals from its inception and was largely responsible for its success.

This business was started with a very meager capital and over a period of comparatively few years developed into a large organization with gross sales amounting to millions of dollars, with net profits at a very satisfactory ratio to sales.

My chief activity was merchandising, although I took the leading part in the general management. We successfully maintained sales offices in principal cities together with four manufacturing plants at strategic points.

I am anxious to become connected with a progressive organization in which I will have an opportunity of benefiting from past experiences and training.

Address "W," Box 153, P. I.

# busy

We're busy in spite of the so-called business slump, simply because our clients are busy. They're busy because they're "on the job"... and they're using our service, because we're "on the job."

**SCHMIDT & LEPIs**  
*Fine Typography*



VANderbilt  
8874

228 E. 45th  
New York

## Showing Stockholders How They Can Help

IT has become fashionable to spread company good-will via the stockholders. But some companies are finding that there is more to be gained than good-will if those who have invested their money in the company's securities are appealed to in the proper manner.

The American Radiator & Standard Sanitary Corporation, for example, made a direct appeal to its stockholders the first of this month, with a dividend enclosure entitled, "How Stockholders Can Help."

This enclosure was planned to tie in with the American Radiator Company's home replacement campaign, which was described in *PRINTERS' INK* last week (page 17). The pamphlet which was sent to stockholders stated that "There are 16,000,000 old homes in America that need modern heating and plumbing." After discussing the importance of this market, the company asks stockholders to "Send us the name of the owner of one . . . and the address. We will have a representative call. He will give full particulars about our products, how they add more than their cost to the value of the property, and how they may be paid for at the owner's convenience."

"We have 21,000 stockholders," the company continues, "and if each stockholder will give us but one name, it should add appreciably to the earnings of the company. For your convenience we attach a post card. Just let us have the name of one owner of an old home that is not equipped with radiator heat or modern plumbing fixtures."

As a matter of fact, many stockholders sent in not just one, but many names of prospects. The company reports that it is "very happy with the results" of this enclosure. Several old home installation contracts were closed the next day after the dividend check went out.

**Syndicate Publishing Co., Inc.  
Announces**

**MODERN MAGAZINES**

**On Sale October 1st, 1930**

**Only in the**

**S. S. Kresge Co.**

**and**

**S. H. Kress & Co. Stores**

**The Modern SCREEN MAGAZINE  
The Modern LOVE MAGAZINE**

**525,000**

**guaranteed net paid circulation**

Here is a new type of *shopper* circulation which is available at moderate cost.

The Modern SCREEN Magazine and the Modern LOVE Magazine will have strictly a women's appeal. Each magazine will contain 132 pages, edited and illustrated in a human—live—interesting manner—unusual in quality.

The S. S. Kresge Company and S. H. Kress & Company stores are the sole outlets for Modern Magazines and are *solely outlets*. They have no interest in the publications except as merchandise. This unique circulation will be tremendously valuable because it represents shoppers in the trading areas of cities with a population of 10,000 and over.

Waste is eliminated. Advertising effort is concentrated where there is buying power.

**LET ONE OF OUR REPRESENTATIVES TELL  
YOU ABOUT THIS UNUSUAL MARKET**

**MODERN MAGAZINES**

**New York, 100 Fifth Ave.**

**Chicago, Michigan Square Bldg.**



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
C. B. LARRABEE, Associate Editor  
BERNARD A. GRIMES, News Editor

## EDITORIAL STAFF

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Arthur H. Little Andrew M. Howe  
Thomas F. Walsh Eldridge Peterson  
H. W. Marks Don Masson

Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
Frederic Read  
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, JULY 31, 1930

## Overlooking the Real Issue

The announcement by E. B. Loveland, advertising manager, Stanco, Inc., that no newspapers will be used to advertise Mistol or Nujol in the fall and that this decision is a protest against retail-national rate differential is of such significance and so fraught with possibilities of irreparable harm to publishers, advertisers and agents that it deserves the thoughtful consideration of all parties concerned in the present rate controversy.

We do not question Mr. Loveland's motives nor his belief that his company's decision is made in an effort to bring about co-operative effort to clear up a difficult situation. We do doubt, however, the efficacy of such a move in bringing about the desired co-operation.

Whether or not the Stanco move is meant to be a challenge (Mr. Loveland says it isn't) it will be accepted as such by a great many publishers. As a challenge it is bound to lead many publishers and advertisers to overlook the main points at issue. If the Stanco move is followed by similar decisions on the part of other national advertisers there is likely to be created a situation that will bring about a series of antagonistic and retaliatory moves which will, in the long run, profit nobody.

The whole question is so involved and there is so much justice in the arguments of all parties concerned that long and careful negotiation will be needed to settle the rate question definitely. The whole rate structure is so complicated and there is so much difference between what the advertiser's dollar buys in one city and what it buys in another that no single suggestion can bring about the desired reform.

If Stanco believes that newspapers are good mediums and yet because of the rate problem denies itself the use of these good mediums, Stanco is serving itself ill by cutting out all newspaper advertising, irrespective of the fact that some newspapers either have no differential or a differential so small as to be negligible.

Unhappily, there have been a number of publishers who have decided to stick to their guns through hell and high water and these publishers have done a great deal to encourage antagonism among advertisers. Their answers to the Stanco decision will be the customary, "No one is going to tell us how to run our business," which is always a commendable show of independence but mighty poor tactics.

To the publishers and the advertisers we say, "Don't overlook the points at issue. Don't commence delivering challenges and ultimatums until you are sure that all other measures have failed. The situation calls for conciliatory measures from both sides. The widespread interest in the subject has brought about a number of definite steps to correct the situation. The



question will finally be settled on the one sensible ground of value offered and value received.

Right now there is danger that the stables will be opened and the high horses brought forth for quick mounting. It is well to remember that the high horse cavalry has a pretty poor record for victories.

### **The Seats of the Mighty**

Have we close at hand—or, as one might say, right under us—a brand-new, economic index? Have we a meter, most gratifyingly simple and infallible, for measuring the length of a business depression?

Let us extend a line of thought and examine it calmly. Perhaps we shall uncover a discovery.

Many times in the last few months it has been pointed out that a systematic characteristic of business depressions is that recovery sets in during the year following the year that brings the decline. Accordingly, the maximum is twenty-four months. Actually, it is characteristic of the recovery to come within a shorter time—with in fifteen months, or even within a year.

Why? Our inclination seems to have been to hunt for causes that are broad and deep and technical and preferably cosmic. When we think of Trade, we think of Gold and Agriculture and Pig Iron and Cycles and Sun Spots. Yet none of these, nor any combination or equation of them, can be resolved into a satisfying explanation. Perhaps the seat—to use a word that foreshadows the idea to come—perhaps the seat of the matter is much nearer by.

Ably analyzing the current business situation in *The Financial World*, of which he is the publisher, Louis Guenther discusses—in his issue of July 9—the “Swing of the Pendulum.” As a people, Mr. Guenther says, we are overly temperamental. “We have yet to develop a mental equilibrium that can keep our activities on an even keel.” Yet, although we may not be aware, the pendulum is surely swinging back, and soon in the happier atmosphere of retrospect we

shall see how out of balance our thinking has been.

Yet how can a man be sure that recovery is coming? Because, Mr. Guenther explains, “our population of 120,000,000 people cannot continue to buy less than they actually require. Their physical necessities are as much in need of replacement as is plant machinery. They cannot continue to use the same motor car, or get along with the same old suit. . . .”

And, may we add, there you are! The same old suit. Many a man seems to get along, somehow, with the same old car. But there is a limit, a definite and physical and what might be called a crucial limit to the mileage of a suit of clothes.

Why should recovery invariably follow depression within twelve or fifteen months?

We feel confident that Mr. Guenther will join us in recommending to the economists this economic law:

Patches not counting, and corduroys barred, the duration of a business depression may be measured by the end-to-end lives of two pairs of pants.

### **Inquiry Space Contracts**

An advertising agency has requested that publishers guarantee a maximum inquiry cost for one of its clients. This is tantamount to a request that publishers discard their rate schedules for a system of payment that would fluctuate with the merits of the goods advertised and the manner in which they are advertised.

The proposal was put to one publisher who replied that this method of doing business has been quite generally abandoned. Why should a publisher, the agency was asked, depend upon an advertiser and his sales effort to determine the value of the circulation of a given publication?

Sometimes where the inquiry basis is used, advertisers group inquiries received from the same copy in a number of publications, weigh these and there have been instances of a publisher getting, on the basis of inquiries pulled, a rate more than would have come to him

on the usual card rate basis.

Such cases are exceptional and the practice itself is an extreme of space buying. The practice goes beyond the question of inquiries. It involves the broader question: What service does the publisher perform for the advertiser? He offers, as nearly as possible, equal opportunity to every advertiser and places copy where all his readers can see it. Is it fair to evaluate only that reader interest reflected by those who fill out coupons? What of the larger body of readers to whom the advertiser's message has been given?

The advertiser and his advertising agency should be capable of judging whether space in a medium is worth what the publisher charges. This worth cannot be determined entirely by inquiries alone. If it could be, there would be little need for circulation audits and other guarantees provided by publishers as evidence of the advertising value of their papers.

Advertisers who advance the inquiry cost proposition, in effect ask publishers to go into business with them. It would be no more illogical for a publisher to propose that an advertiser be charged for space on a basis of sales volume of the advertiser's product as distributed in a publisher's territory, irrespective of whether his publication was only partly responsible for the business.

A publisher accepting the inquiry payment proposition couldn't be blamed if he claimed the right to criticize copy which, in his opinion, did not pull the inquiries that might be expected from the space used. He might even wish to revise the advertised offer so as to make acceptance more favorable, and ask the right to examine the advertiser's records.

### **Know the Other Man's Costs**

"A few really shrewd buyers will avoid bargain hunting and make their own investigations, of what an article ought to cost." This sentence, taken from an article by E. J. Kulas, president, Otis Steel Company and Midland Steel Prod-

ucts Company, in last week's issue of **PRINTERS' INK**, expressed the significant principle of a new theory of buying.

The man responsible for the growth of one of the largest voluntary chain groups in the country recently described to **PRINTERS' INK** a plan which follows directly the buying philosophy expressed by Mr. Kulas.

"We have a corps of accountants," he said, "working on a system to determine the fair cost of the principal products to be sold by our stores. When one company offers us canned peaches at 8 cents a can and another gives us a price of 10 cents we must know why the differential. Perhaps the apparent saving of 2 cents is really going to cost us money. The quality of the 8-cent peaches may be poorer for one thing. But this is a minor matter and one that can be determined by a simple test.

"What is more important is that there may be hidden factors which will work out badly for us in the long run. For one thing, the canner may be selling to us at a loss in order to get our business, believing that once we develop the brand he can raise the price and we shall be forced to handle the merchandise. Just as serious is the fact that he may not know his costs and be doing business at a loss. This will mean that when we get the brand developed he will go to the wall and we shall be forced to look hurriedly for another source of supply. These and other considerations convince us that the low price isn't always the best."

The shrewd buyer of the future is going to be greatly interested not only in what merchandise costs him but what it costs the vendor himself. The vendor is entitled to a fair profit and if he is not getting it, he is doing business on an unsound basis. If he is unsound in his business practices, eventually he faces trouble and this trouble may embarrass the vendee almost as much as the vendor.

"Know the costs of the man who sells you," may express an unattainable ideal, but the manufacturer who can approach that ideal will have his buying on a sound basis.

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**IT'S EASY  
TO FOLLOW**

# **Marked Roads**



## **KNIGHT**

Certified Market and Product Studies are marking the roads to successful, economical selling.

These accurate, unbiased, authoritative studies are warning shrewd advertisers when to put on the brakes—and

when to step on the gas. By marking the straight road to sales development, dangerous curves in the sales graph are avoided.

A Knight Study of your market or product will help to insure you against the hazards of present-day merchandising.

Knight service is national—permanently employed staffs of trained investigators are maintained in the East, in the Middle West, and the West. We are prepared to make national, sectional or local studies quickly, efficiently and economically.

Your request will bring complete information.

**EMERSON B. KNIGHT, Inc.**

*Certified Market Studies*

**INDIANAPOLIS**



ARCHITECTS AND BUILDERS BUILDING

# Advertising Club News

## No Summer Slump in Summer Meetings

THE ADVERTISING CLUB OF INDIANAPOLIS  
INDIANAPOLIS, JULY 21, 1930.

### Editor of PRINTERS' INK:

Your request for suggestions regarding stimulating summer attendance has been read and I am glad to explain some things which we have done regarding that problem. We have met every summer for the last twenty-six years.

We believe that advertising men and women should use some of their own preachments to solve problems of advertising clubs. Consequently, we make more use of printer's ink than usual to get members out for summer months' meetings. Last week we sent out a special postcard which was printed on a pink stock, and which contained a personal appeal by the attendance committee for special attendance at our meeting, and the result was that the card, which was received on the morning of our meeting day, brought out quite a few who had not been in the habit of coming.

We send out more printed notices which advertise special types of meetings. In summer we have less "solid" advertising and more light topics related to advertising. We use as many travel speakers as possible, for a lot of our folks who do not get to travel will want to hear and see pictures of such material.

Finally, we make use of that "misery likes company" theory and when the mercury is soaring around the 100 mark, we distribute mimeographed bulletins which contain a roster of the club and we check off a couple of names, urging members to call up those members and invite them to attend that week, stating that it may be warm these days but we want suffering company—and we usually get it, too.

LESTER C. NAGLEY,  
Secretary-Manager.

## Adcraft Club Making Plans for Twenty-fifth Anniversary

Founders and present officers of the Adcraft Club of Detroit met recently to plan the twenty-fifth anniversary celebration of that club. A banquet, it was decided, will be held on December 5, with a program to show the place the club has filled in the advancement of advertising and the recognition it has received both locally and nationally as a force in civic affairs. J. W. T. Knox, first president of the Adcraft Club, who was recently voted an honorary membership, was present at the meeting.

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## Chicago Women Plan Annual Golf Meet

The Women's Advertising Club of Chicago will hold its annual golf party and dinner at the Big Oaks Country Club, August 2. Scotch L. Jennes, social chairman, is in charge of arrangements.

## Chicago Council Golfers Play It Out

Seventy-two members and guests of the Chicago Advertising Council competed for a list of twenty-eight prizes in that organization's annual golf tournament at St. Andrews Country Club last week. Major honors were won by G. L. Drollinger, low gross score, and Homer Lange, winning low net card. Mr. Drollinger's score of 78 was tied by R. Christianson, but the former won the match-off for the Max A. Berns cup.

Players were divided into four classes according to their handicaps and prizes awarded to the three leaders in each division. Winners, in order of finish, were as follows: Class A, C. P. Binner, G. C. Olsen and H. Llewellyn; Class B, L. A. Reppert, N. Peterson and H. W. Frier; Class C, A. S. Callaway, J. C. Flanagan and Harold Hitchcock; Class D, J. H. Johnson, E. Farr and E. E. Brugh.

The winning low gross foursome was composed of Drollinger, Farr, Christianson and Peterson. H. B. Toft, Garry Worthington, Harold Hitchcock and Frank Gregor, were members of the leading low net foursome.

F. Pritchard captured the prize for low score for three long holes and J. P. McCarthy was winner of the award for low card on three short holes.

\*\*\*

## New York Club Holds Third Tournament

John L. Wheaton won low gross honors at the tournament of the New York Advertising Club's Golf Association held last week at the Tamarack Country Club, Westchester County, N. Y. This was the third tournament of the club this season. Edward W. Schroeder was winner of the low net prize. Second low net winner was Montague Lee.

In the morning round of nine holes, J. A. Cavanagh turned in low net score with E. A. Shank winning second low net prize. Third low net honors in the morning round went to John Pitz.

\*\*\*

## Made Executive Secretary, Pacific Clubs Association

The board of directors of the Pacific Advertising Clubs Association has appointed Phil Battelle as executive secretary. Headquarters of the association will be maintained at 323 Beaux Arts Building, Los Angeles. Mr. Battelle is also secretary-treasurer of the Pacific Advertising Clubs Association, having been elected to that office at the Spokane convention.

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At a meeting of the Advertising Club of Baltimore held last week, Richard E. Stapleton, retiring president, was honored with the presentation of a life membership in that club. Mr. Stapleton is honorary president for the coming year.

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THE UNITED BUSINESS PUBLISHERS, Inc.

are pleased to announce:



## The NEW JEWELERS' CIRCULAR

WHOLEHEARTEDLY APPROVED  
BY THE TRADE, BECAUSE . . . .

Profits being dependent upon the flow of merchandise, the presentation of potent SALES ENERGIZERS will be the chief endeavor of this new publication. And, since the flow of merchandise is also largely dependent upon judicious selection by the merchant, authentic BUYING FACTS will be featured.

The continued well-being of the trade being contingent upon best practices becoming common practices of the trade as a whole, dependable BUSINESS OPINION will be stressed.

The *new* JEWELERS' CIRCULAR is a publication for today and tomorrow . . . the only period in which a profit can be made.

While it borrows nothing from tradition, it does find in the accumulated experience of 62 years the strength to meet changing conditions with the inherited ability to give the largest possible measure of service demanded of it.

The *new* JEWELERS' CIRCULAR will give direction with directness, for it will present its message by the liberal use of illustration, and by the use of brief, definite text for the busy merchant.

### Circulation

Its readers will include practically every well-rated retail jeweler in the United States, and the leading manufacturers and wholesalers.

### Mechanical Requirements

The page size will be 9"x12"—type size 7"x10".

### Issuance and Closing Date

It will be issued monthly beginning with the October issue, which will be mailed September 15th.

Advertising forms close September 5th. Rates upon application.



The *Only* publication serving the jewelry industry a member of the A.B.P.

# The Little Schoolmaster's Classroom

NOT long ago the Schoolmaster commented on the number of advertising illustrations which picture women in bathing costumes and show men—on those few oc-

certain other items of apparel which the Schoolmaster seems just able to discern. Even the sand pail bears little resemblance to the 1930 model.



But the general idea has not changed one whit. Not only is the male relegated to the background, but he is even denied the benefit of a bathing suit. On the other hand, it must be admitted that were it not for this pictorial idea, posterity might have been denied the advantage of seeing the remarkable creation that graces the noble crown of our hero. And that would surely have been a tragedy!

McKesson & Robbins, Inc., publish a monthly magazine, "Selling and Service," which is distributed largely to independent druggists. One of the most interesting sections of this periodical is that section wherein each month are listed the deals (most of them free) offered to druggists.

In July, for instance, this section describes 194 deals ranging from "Acorn Salve; 1 doz. free with 2 doz." to "Zest; 1/6 doz. free with 1 doz." Although the 194 deals include several instances in which one company offers more than one deal, the Schoolmaster finds about 150 different manufacturers offering some kind of deal to the retailer. Since McKesson & Robbins make no pretense that this list is exhaustive, 194 represents a figure that is only a part of the total number of deals offered by all manufacturers in the drug field.

Obviously the free deal has reduced itself to an absurdity. In its original conception it was supposed to give one manufacturer a bulge over another by giving the dealer something for nothing. Today it has become so prevalent that it doesn't really amount to anything. It is amusing, for instance, to look through the list and see how three or four competing manufacturers

casions where men are shown—fully dressed in street clothes. Don't men ever go in swimming? asked the Schoolmaster.

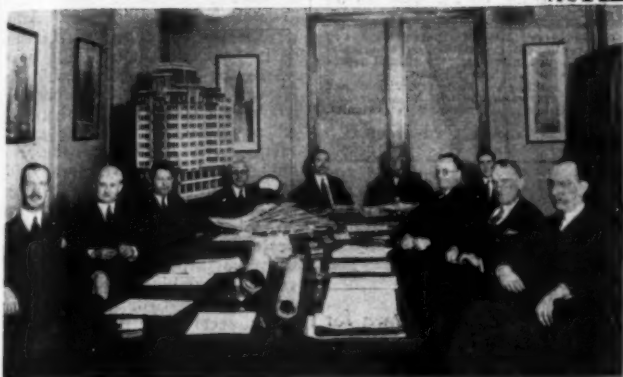
Comes now a Class member, Clifford M. Werther, of the Kelly-Springfield Tire Company, whose father was a lithographer and who is in possession of quite a collection of old-time lithographic proofs. "I enjoy looking them over occasionally," he writes, "and the other day, after reading your comments concerning advertising illustrations picturing swimming scenes I came across the accompanying picture.

"You see the idea is persistent. Or am I mistaken in thinking the female wears a bathing suit?"

Yes, indeed, the idea is persistent. Bathing suit styles have changed; the bathing hat has become a swimming cap; the stockings have disappeared along with



# Building Managers



COMMITTEE OF BUILDING MANAGERS WHICH ADVISED ON PLANS FOR ROBERT GOELET BUILDING, NEW YORK  
 Left to right: J. Clydesdale Cushman, Clarence T. Coley, E. H. Falls, Arch. & Eng.: Chas. F. Merritt, Wm. J. Demorest, H. O. Weaver, Owner's Representative: B. H. Belknap, Wm. C. Mansfield and L. B. Cummings.

## Review Plans for Goelet Building

Important building projects are no longer left to the judgment of one or two men. Nowadays, owners who plan to construct new buildings engage experienced building owners and managers to review plans and make recommendations for materials and equipment. These building managers know from experience what products should be used so that a building can be operated at a profit. Many banks insist on this advisory service before making loans. These building owners and managers make the final decisions on products to be used for constructing new office and apartment buildings as well as for remodeling. Sell them on the merits of your product through BUILDINGS AND BUILDING MANAGEMENT — A. B. C. GUARANTEED PAID CIRCULATION.



**PORTER-LANGTRY CO., Publishers**

Member A.B.C. 139 NORTH CLARK ST., CHICAGO Member A.B.P.  
 Eastern Office: 295 Madison Ave., New York City



## Capable Southern Representation At Small Cost!

Manufacturers, agencies or others interested in Southern business should be interested in this splendid executive with nearly twenty years' successful experience in sales, advertising and associated problems.

He has many valuable contacts. He knows the territory and its people. He is accustomed to dealing with the biggest business man. He has the ability, the intelligence and the energy to put your message over successfully.

He owns considerable property, including his home, so he can serve a reputable firm who has a meritorious proposition on a commission basis, and give them exceptional representation, either part or full time.

Give an outline of your proposition, and particulars and references will be gladly furnished. This is an unusual opportunity. Investigate it.

Address "A," Box 157, Printers' Ink.



## wanted:

4 talented young men for  
4 creative jobs . . .

## Copywriter

. . . who thinks Old Gold,  
Macy, and Woodbury  
copy well written

## Art Director

. . . who is some day going  
to be a Myron Perley or  
a René Clark

## Production Man

. . . who doesn't think  
"creative" is a misplaced  
adjective before his work

## Research Man

. . . who can dig for facts  
as well as dress them.

Write quite fully to "D," Box  
159, Printers' Ink



are making the same types of deals, right down to the quantity of free goods given and the display helps to go with the goods.

It is surprising how many manufacturers are going so far as to offer one dozen free with two or three dozen orders. Basically this is absurd, reminding one of the logic of Swift's Lilliputians. Actually, it is not so absurd, because deals have developed to a point where the manufacturer who cuts his price one-third or one-half would find himself at a handicap when competing with the manufacturer who did not cut the price but offered one dozen free with two or three dozen.

The Schoolmaster, of course, has no solution to offer. What the dealers prefer, they get. If they enjoy a thrill at the thought of getting something for nothing and paying for it at the same time, that would seem to be their business.

It does seem to the Schoolmaster that one of the subjects that dealers might well take up when they have finished their plans for defending themselves against the predatory chains, ding-busted price-cutters that they are, is the subject of psychology. After all, it's about time that the consumer were educated to understand that the chains don't give something for nothing.

\* \* \*

"Sails to Sales" is the title of a short story prepared for the Class by Member James Lovatelli. Here is the story:

A trader in monkeys while on voyage used his leisure time in teaching the monkeys to imitate the ship's sailors in spreading sails. The monkeys were apt students and all went well until a storm arose. The sailors hastened to lower the sails. The monkeys, knowing only how to spread them, followed the sailors and hoisted the sails again.

The ship was lost because the trainer foresaw only clear weather.

The tale would not be complete without a moral and this is a complete story. "Many are the traders of business," comments Mr. Lovatelli, "who have trained their sales force and planned their merchant-



*Announcing*

THE APPOINTMENT  
OF  
SIDNEY C. WARDEN

LATE WITH

PRINTERS' INK

AS

*Advertising Director*

*Effective August first*

***The* ROTARIAN**

211 West Wacker Drive • • Chicago

THERE ARE  
**64,000**  
 English-Reading  
 Families in St. Paul  
**91%** of them  
 take the  
**St. Paul Dispatch**

### Lumber Manufacturers

are reading the American Lumberman for sales ideas today as never before. Will your products help them increase sales by better manufacture or lower cost? Then, tie up your story to this dominant editorial note in the

**American Lumberman**

CHICAGO

Est. 1873

A. B. C.

The patentees of a household accessory, for which there is an unlimited market, seek an advertising and sales promotion expert. The man sought must have a record for conspicuous success in the promotion of a kindred product from its inception. His experience must embrace the planning and execution of sound, convincing advertisements and literature. A wide knowledge of organization, merchandising and distribution is absolutely necessary. Write fully outlining experience, submitting samples of literature if possible, and stating salary requirements.

Address "B," Box 158, care of Printers' Ink.

dising policies for clear weather only. Now they find themselves battling an unforeseen storm without being prepared to combat it."

The Schoolmaster discovered the following paragraph in **PRINTERS' INK** of November 11, 1920. It was part of an advertisement for a stage play in a New York theater and was signed by Earl Carroll, the producer:

"I believe there are still some good, clean, sweet, wholesome, home-loving people left in the world, whose hearts are not so callous that they cannot appreciate an evening's entertainment that doesn't have a Georgette Nightie, a folding bed, or a semi-nude woman occupying the center of the stage."

Among the many accomplishments credited to advertising, not the least is the part which it played in making Adolph Foral a citizen. Adolph, a native Czechoslovakian, was given his naturalization papers at Oklahoma City after having been put through an examination.

One of the questions put to him was, "How are district court judges selected?" Your Schoolmaster frankly confesses that he would have to probe the civic cells of his memory before he could answer that one.

But not Adolph. He had the answer on the tip of his tongue. "By advertising," was his brief and to-the-point reply. What is more, he furnished supplementary information with the statement that "the President of the United States is selected the same way and also the Supreme Court justices."

He got his papers.

Advertising its trust service, the Fidelity Union Trust Company, of Newark, reveals that American investors lose about a million dollars every year because they fail to redeem Federal bonds that have

**"GIBBONS knows CANADA"**

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now ceased to pay interest.

The Fidelity quotes a news dis-  
patch from Washington to the  
effect that \$31,716,870 worth of  
Federal securities without interest-  
yield are still held by investors. Of  
the total outstanding, \$15,177,550  
consists of Second and Third  
Liberty Loans.

From this odd situation, the  
bank's advertising draws the moral  
that "it is not enough to buy good  
securities; they need constant at-  
tention."

Of course, the Fidelity's reasoning  
is eminently sound advertising. The  
Schoolmaster admires the bank's en-  
terprise in taking hold of a good  
advertising opportunity. However,  
the figures move him into a little  
moralizing of his own. He wonders  
why the Government is permitting  
investors thus to hold the bag.

It takes no prodigious memory to  
recall that, in the business of sell-  
ing Liberty Loan bonds, Washing-  
ton was vastly and broadly active.  
Our nation was flooded with pub-

## Use Photoffset ▲ ▲ ▲

When large illustrations, or many small ones, are needed.

When you want something reprinted.

When the cost by other methods is high in proportion to the quantity.

When you want reproductions of newspaper or magazine articles or advertisements.

*Photoffset is being used for:*

Advertising Portfolios

Sales Manuals

Sales Presentations

Testimonial Letters

**JOSHUA MEIER**

**Photoffset Reproduction Service**

11 WEST 42nd STREET

Pen. 9375

NEW YORK CITY

# Principal 4A Agency Is Leaving Present Agency

For very good reasons, a member of a Chicago  
AAAA agency is desirous of affiliating with a re-  
cognized agency in need of an account executive to  
direct some of its present accounts.

He has directed and taken full responsibility  
for a large variety of accounts—foods, electrical  
appliance, financial, mail order, confections, per-  
fumes, shoes, farm equipment, radio—including  
merchandising plans, writing copy and supervision  
of all details.

References: Clients and present and past agency  
associates.

Your reply will be held in strict confidence.

Address "Z," Box 156, Printers' Ink

## Manufacturing Opportunity

Business manufacturing a daily necessity in every household, long established, superior products, enviable reputation, annual sales about \$200,000, seeks capital for expansion. Will sell outright or refinance. Strategically located in Iowa on the Mississippi. Splendid opportunity for energetic man or men to build very profitable business on present foundation. Address in confidence. "X," Box 154, Printers' Ink.

## WANTED CONTACT MAN FOR TYPOGRAPHIC SERVICE

A real opportunity awaits a clean-cut young man who is capable of contacting with Agency production men for one of Detroit's leading Typographic Service Companies.

He must possess a winning personality and be a good "mixer"—must know Type and Layout and be able to talk this language intelligently.

We prefer a man who is well-known among Detroit's Advertising Agencies—one whose connections in the past make him feel qualified to undertake this opportunity. Every co-operation will be given to make an outstanding success.

Let us have your complete story—and your photograph. Salary will depend entirely upon your own ability—with no limitations for advancement.

Replies held in strictest confidence.

"Y," Box 155, care of Printers' Ink.

## To tie advertising closer to sales— a man;

In many aggressive organizations a sales study job is being done—or needs to be done. To do it takes ability to get and use information. Facts not hunches. An assistant to sales manager or advertising manager. He should find out why some dealers or territories are active, and others slow, and what to do about it. Analyze present markets and bring sound basis facts to bear on decisions.

Man available with proper notice to present employer has had valuable experience in market study and advertising with advertisers and advertising agencies. Wants job where study of distribution and market, ability to analyze and plan, and good understanding of advertising and sales practices are needed. Married, mature, well educated, Christian. Address "O," Box 297, Printers' Ink.

licity. Our business enterprises donated advertising space in order that Washington might urge our people to buy bonds until it hurt.

And now that the War has been over for more than a decade, nobody seems to care, very much, about what has become of the bonds that all the shootin' sold. Nobody seems concerned with the fact that more than \$30,000,000 in money is lying idle, earning nothing, buying nothing.

Might not Washington, which was so feverishly busy at the business of disposing of the bonds, do a little campaigning now with a view to sending the thirty million back into circulation?

Or are we to conclude that a nation that can leave thirty millions in its national treasury—thirty millions that belong to the people—must be pretty well off, financially, after all?

## North Carolina Publishers Elect

J. W. Noel, editor and publisher of the *Roxboro Courier*, has been elected president of the North Carolina Press Association, succeeding W. Carey Dowd, Jr., publisher of the *Charlotte News*. Other officers elected are: Vice-president, John A. Park, *Raleigh Times*; secretary-treasurer, Miss Beatrice Cobb, *Morganton News-Herald*; and historian, Bill Arr Lowrance, *Mecklenburg Times*.

Directors of the association are: J. L. Horne, Jr., *Rocky Mount Telegram*; Henry A. Dennis, *Henderson Dispatch*; R. E. Price, *Rutherford County News*; W. C. Manning, *Williamston Enterprise*, and Mr. Dowd.

The association has established a State audit bureau of circulations for small dailies and weeklies as a result of a report submitted by Lee A. Weathers. The bureau starts with twenty-six members.

## R. W. Everett Starts Own Business

R. W. Everett, formerly advertising manager and later sales manager of Walker's, Los Angeles, has organized his own advertising business at 814 South Spring Street, Los Angeles, under the name of R. W. Everett & Associates.

## Huntingdon, Pa., "News" Joins Select List

The Huntingdon, Pa., *News* has joined the Pennsylvania Select List and, effective August 1, will be represented by Fred Kimball, Inc., publishers' representative, in the national advertising field.

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Box 497,

# Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**ARTIST, IDEA AND LAYOUT MAN, WANTS SPACE WITH AGENCY. PAY RENT AND DO ART ON PIECE-WORK BASIS. Unusually versatile and capable. Box 487, Printers' Ink.**

**A Popular National Magazine** with a circulation of 60,000 paid annual subscribers. Will stand thorough investigation. If you are interested in a going publication, this is your opportunity. Box 491, P. I.

**WILL SELL 2 National, medium-size class magazines**, and two in embryo; net profits 31%; genuine buy; owner retiring; \$20,000, half cash, balance negotiable security; financial references required for interview. Box 486, P. I.

## FOR SALE

Weekly community newspaper in prosperous and growing area of Washington, D. C., the Nation's capital. Here is an excellent opportunity for man who wants to live in Washington and who knows the newspaper business. This Publication is firmly established and is strongly supported by the local business interests. Present owners have other publication which requires their full time and attention and for that reason will sell this publication to responsible party on attractive terms. Box 489, Printers' Ink.

## EMPLOYMENT SERVICES

Open the Door of the  
**VOCATIONAL BUREAU, INC.**

It Opens Doors for You

We enjoy the confidence of America's leading Adv. Agencies and their clients. Call on **Walter Lowen** (9-2 P.M.) at 105 W. 40th St., N.Y.C., or Tel. FENna. 5389.

## Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. Individual attention to all placements by Elizabeth Muncy, for 10 years in charge of employment bureau for AAAA.

## Muncy Placement Service

Caledonia 2611  
280 Madison Avenue, New York City

## HELP WANTED

**ADVERTISING SALESMEN**—Full or part time; original direct mail plan; repeats; big sellers; big down payment with each order. Give experience. Box 488, Printers' Ink.

**IF YOU ARE SEEKING AN ADVERTISING OR SALES CONNECTION** with a leading manufacturer of building equipment, hardware, household or office appliances; drugs, food products or cosmetics and are willing to locate wherever a suitable position is available, it may be to your advantage to address Box 497, Printers' Ink.

## ADVERTISING REPRESENTATIVE

Catholic monthly magazine requires a representative for Boston and New England territory. National circulation over 100,000. 100% co-operation. Full or part time; good chance for live-wire. Commission basis. State experience. Box 485, P. I.

## POSITIONS WANTED

**VISUALIZER-ARTIST** as art director's assistant. Prefer work on comprehensives. Figures and modern design. Excellent experience. New York City only. Box 490, Printers' Ink.

## MODERN ARTIST EXPERT DESIGNER

AS  
**ASSISTANT ART DIRECTOR**  
Box 490, Printers' Ink

**ARTIST**—free lance or part time—Hand-lettering, design, outstanding layouts, complete art work. Offers expert assistance in the creation and production of effective direct advertising. Box 493, P. I.

**Young Man**—10 years' newspaper experience, advertising, editorial. Can write, sell, create ideas; knows copy, news, publicity and promotion. Desires position in or near New York City. Box 498, P. I.

**Mechanical Engineer**, 34, with past machine-shop and sales engineering experience, has for past 4 years successfully specialized on technical publicity. Knowledge of welding. Desires position in technical publicity, editorial or sales field. Box 483, P. I.

**ARTIST, DISPLAY**—creative, long experience, who works in all mediums, decorative, illustrative work of every description for lithographic or process reproduction—desires position anywhere. Box 484, Printers' Ink, Chicago Office.

**LAYOUT MAN—ARTIST** with unusual ability to create distinctive layouts, who can adapt himself to meet any given situation, is willing to connect with a New York Advertising Agency. Box 496, Printers' Ink.

**ART and PRODUCTION man**—thorough knowledge of direct-advertising planning. Fine hand-lettering, distinctive layouts, and finished art work. Excellent knowledge of type faces, engraving methods and printing production. Box 494, Printers' Ink.

**Advertising Man**—28, desires a connection requiring sales promotion and merchandising experience. Splendid record. Thoroughly familiar with the mechanics of his profession and capable of lending real assistance to busy executive or managing small advertising department. Now located near New York City, but will go anywhere. Box 495, Printers' Ink.

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